

The Rotarian

AN INTERNATIONAL MAGAZINE

JUNE • 1951

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WILLIAM O. DOUGLAS

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Kerman	17.0 x10.0	1,875.00	1,095.00
Kerman	16.5 x10.0	2,450.00	1,265.00
Kerman	18.8 x10.10	2,750.00	1,695.00
Kerman	19.2 x14.0	5,500.00	2,950.00
Kerman	19.7 x11.10	3,950.00	2,150.00
Kerman	17.8 x11.2	2,250.00	1,285.00
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Sarouk	17.2 x10.6	1,875.00	1,185.00
Sarouk	16.3 x10.6	1,875.00	1,095.00
Sarouk	24.2 x12.7	3,500.00	2,175.00
Sarouk	22.6 x10.8	2,950.00	1,895.00
Sarouk	14.1 x10.8	1,485.00	945.00
Ispahan	19.9 x10.3	1,775.00	1,240.00
Ispahan	19.6 x10.0	2,150.00	1,195.00
Ispahan	26.11 x12.0	3,250.00	1,895.00
Ispahan	23.0 x13.3	3,500.00	1,995.00
Kerman	16.2 x 9.5	2,250.00	1,295.00
Ispahan	22.3 x 9.1	3,250.00	2,275.00
Kerman	21.0 x11.0	2,750.00	1,125.00
Kerman	17.7 x11.6	2,250.00	895.00
Kerman	20.0 x11.1	3,250.00	1,735.00
Kerman	19.0 x12.0	2,750.00	1,725.00
Kerman	19.8 x11.0	3,250.00	1,725.00
Sarouk	25.0 x10.10	4,250.00	2,975.00
Sarouk	16.7 x10.8	2,650.00	1,395.00
Sarouk	19.7 x 9.2	2,350.00	1,645.00
Sarouk	24.2 x13.4	3,750.00	1,595.00
Sarouk	18.8 x11.10	2,850.00	1,685.00
Sarouk	17.0 x10.10	1,850.00	1,125.00

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Keshan	14.2 x10.7	\$1,875.00	\$ 985.00
Mousaphi	17.3 x10.0	2,850.00	1,395.00
Hamadan	14.0 x10.10	1,750.00	895.00
Fereghan	13.3 x10.4	1,750.00	700.00
Khorassan	14.0 x10.7	1,750.00	700.00
Melez	15.0 x 9.8	1,950.00	1,295.00
Kirmanshah	16.2 x10.8	2,850.00	995.00
Sarouk	14.0 x11.2	2,250.00	1,350.00
Serapi	20.0 x13.6	3,000.00	1,125.00
Tabriz	20.10 x13.8	3,950.00	1,485.00
Muntaza	24.0 x13.7	2,650.00	1,100.00
Baktiari	24.0 x13.7	2,950.00	1,375.00
Ispahan	13.6 x10.2	2,250.00	1,295.00
Sarouk	21.1 x14.5	4,250.00	1,925.00
Sahend	19.3 x12.3	1,950.00	925.00
Ispahan	17.10 x11.10	2,250.00	900.00
Kerman	17.8 x10.2	2,250.00	1,375.00
Kashmir	14.3 x10.5	875.00	325.00
Kerman	13.4 x 9.1	1,785.00	985.00
Kerman	13.1 x 9.8	1,475.00	795.00

ANTIQUE LARGE-ROOM SIZES

Type	Size	Regularly	Sale
Ispahan	18.0 x11.0	\$2,850.00	\$1,485.00
Bijar	17.6 x11.9	2,750.00	825.00
Ispahan	17.10 x11.10	2,250.00	900.00
Shah Abbas	17.0 x12.8	3,500.00	1,175.00
Baktiari	14.0 x13.3	2,500.00	1,125.00
Khorassan	16.7 x12.8	2,850.00	895.00
Ispahan	20.0 x14.0	4,250.00	1,400.00
Khorassan	14.5 x11.5	1,850.00	950.00
Mushkabab	19.9 x13.8	1,975.00	795.00
Baktiari	18.0 x12.10	2,950.00	1,185.00
Kerman	17.8 x10.2	2,250.00	1,375.00
Sahend	19.3 x12.3	1,950.00	925.00

OLD STYLE AND DESIGN CHINESE ORIENTALS

Type	Size	Regularly	Sale
20.0 x10.0	\$2,150.00	\$1,075.00	
17.6 x 7.2	1,150.00	695.00	
20.0 x10.0	1,975.00	1,025.00	
15.0 x10.0	2,250.00	1,295.00	
24.0 x12.0	3,650.00	1,725.00	
20.0 x11.6	2,350.00	1,295.00	
22.0 x13.0	3,450.00	1,575.00	
17.3 x12.6	2,250.00	1,150.00	
18.0 x12.0	1,950.00	1,025.00	

EXTRA-LARGE ANTIQUE ORIENTALS

Type	Size	Regularly	Sale
Muntaza	24.0 x13.7	\$2,650.00	\$1,100.00
Muntaza	27.4 x13.10	3,250.00	1,325.00
Muntaza	24.6 x12.2	5,750.00	1,525.00
Kirmanshah	27.9 x18.4	13,500.00	2,100.00
Shiraz	25.6 x13.6	5,500.00	1,125.00
Souj-Bulak	26.4 x10.8	4,500.00	1,385.00
Oushak	30.6 x17.4	7,500.00	1,750.00
Fereghan	29.0 x17.10	9,500.00	3,250.00
Baktiari	22.5 x17.2	4,250.00	1,650.00
Kerman	27.3 x16.2	7,500.00	2,250.00
Kerman	23.6 x17.0	5,750.00	1,875.00
Kirmanshah	23.0 x16.4	4,250.00	1,425.00
Bijar	22.0 x14.10	3,500.00	1,325.00
Khorassan	22.7 x 9.6	3,500.00	1,295.00
Khorassan	23.6 x 9.8	3,500.00	1,750.00
Sarouk	21.0 x13.10	5,500.00	1,795.00

PALACE-SIZE MODERN ORIENTALS

Type	Size	Regularly	Sale
Baharistan	36.5 x17.2	\$6,500.00	\$1,575.00
Keshan	30.5 x19.3	8,500.00	2,950.00
Sparta	27.8 x18.0	3,500.00	965.00
Sparta	26.1 x15.0	2,750.00	780.00
Sparta	29.6 x15.2	3,150.00	895.00
Sparta	31.9 x15.11	3,750.00	995.00
Sparta	35.10 x18.3	4,750.00	1,295.00

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Your Letters

Legalize Gambling? No!

Agrees OLAF A. STOEVÉ, Rotarian
Clergyman
Boulder City, Nevada

Your articles on whether or not gambling should be legalized [debate-of-the-month, THE ROTARIAN for May] were very timely. My vote, as well as that of the overwhelming majority of the citizenry of Boulder City, would certainly favor Virgil Peterson's position, which is that legalization of gambling is a backward step.

Lightning Machine Strikes Home

Says FRED W. KRAFT
South Bend, Indiana

I have two sons, and in all fairness to my future happy home I *must* find how to make the infernal lightning machine described by David O. Woodbury in *My Son and I Make Lightning* [THE ROTARIAN for May], as they are driving me mad with their interest. I spent four hours in the South Bend Industrial Reference Library going through all the books on electricity and cannot find how to make such a device.

Will you please convey to me the plans for such a machine so that I can build one too? I am very serious and would appreciate your co-operation and also Mr. Woodbury's! The article was very well written and has aroused tremendous interest in the Kraft family.

EDS. NOTE: Reader Kraft's urgent appeal has been flashed to Lightning Man Woodbury for "co-operation."

Romains on Right Track

Believes F. F. HIRSCH, Rotarian
Chiropractor
Elizabeth, New Jersey

I read with a great deal of interest Jules Romans' *The Tragedy of Goodwill* [THE ROTARIAN for May]. I am much interested in his idea permanently to mobilize Goodwill, and believe he is on the right track. A man of Goodwill is one who realizes that we are all a part of one human family. He has a kindly feeling in his heart for all men. This would make him a man of peace, but not a man of peace at any price.

He realizes there are always those, sincere and insincere, who would force their ideologies down the throats of others—for their own selfish benefits, or for the so-called good of their brothers. The man of Goodwill knows that both are wrong, for there is one condition absolutely necessary to right human relations—namely, freedom, including the freedom to make up one's own mind.

There are men of Goodwill in every nation, race, and religion. If they had close communication with one another, they would form a powerful influence for right human relations. They could be the referee of what constitutes the oppression of the weak.

Rotary has the nucleus of such a

In his attempt

*to protect himself from
misfortune and the forces
of nature, man has adopted
many curious practices.*



WHY FLYING CLOUD WORE A CANOE

The Iroquois brave believed that an amulet in the form of a miniature birchbark canoe would insure that should evil spirits spill him into the water, he would not drown nor lose his valuable possessions.

Today, the businessman has real protection—receives prompt reimbursement for loss of money and securities if he has our 3-D Policy. It covers any such losses, both on or off the premises, due to Dishonesty (including thefts, burglaries or robberies by employees or others), Destruction and Disappearance. Call our agent in your community for this vital safeguard—now!

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group, but it is limited to a relatively small number of people. Perhaps Rotary Clubs could somehow be the liaison officer between these men of Goodwill. The United Nations is attempting to do this, but it needs to be checked and backed by the thinking and by the prayers of the men of Goodwill everywhere.

It is only through Goodwill that we will ever know God's will and then be able to bring it about.

'An Awakening Alarm'

*Believes D. J. HAYDEN, Rotarian
Iron-Casting Distributor
Kendallville, Indiana*

To my mind, Jules Romains' *The Tragedy of Goodwill* [THE ROTARIAN for May] should be an awakening alarm to every thinking person.

His call for a revision of the "last act" to bring to the world a happy ending rather than total human destruction is most appealing.

Might it be that Rotary International could be made the instrument to unite all service clubs and other organizations of good men, the world over, to awaken them to the necessity of concerted action for Goodwill? It may not be too late.

Nautical Note Footnoted

*By J. A. HOPE, Rotarian
Automobile Distributor
Goodmayes, England*

In the March issue of THE ROTARIAN [page 52] The Scratchpad Man told of the Yachting Fellowship of Rotarians, a group of seafaring enthusiasts. We are now organizing a scheme for extending a welcome to any yachting overseas Rotarian visitors during the Festival of Britain [see *Britain on Display*, by Arthur Mortimer, THE ROTARIAN for May] to spend a week-end or a part thereof aboard our little ships in furtherance of international fellowship. Contacts can be made at the rendezvous of the Kingsley Hotel, London, W.C., or through the commodore, J. G. Barrett, of the Rotary Club of Brixton, or myself.

An Invitation Underscored

*By D. HUGHES LEWIS, Educator
President, Rotary Club
Haverfordwest, Wales*

We Rotarians of Haverfordwest wish to underscore the invitation extended by Arthur Mortimer to attend the Festival of Britain [*Britain on Display*, THE ROTARIAN for May], and to say that we hope Rotarians will include Haverfordwest in their itineraries, for in the month of July we have a festival of our own—in near-by St. David's.

St. David's is one of the most ancient of Christian settlements in these islands, with a record of continuous occupation for religious purposes which is without parallel. As a cathedral city, it is unique and the setting of the cathedral is not easily forgotten. To this shrine will come pilgrims from all over the world to Britain's most original festival—a festival of music and drama based on the religious life and traditions of Wales. The festival will

Rotary Foundation Contributions

By mid-April, 22 additional Rotary Clubs had made contributions to the Rotary Foundation on the basis of \$10 or more per member. This brought the total number of 100 percent Clubs to 2,281. Since July 1, 1950, Rotary Foundation contributions had exceeded \$176,424. The latest contributors (with numbers in parentheses indicating membership):

PUERTO RICO
Villa de Caparra (31).

THE PHILIPPINES
Vigan (24).

UNITED STATES

East Brady, Pa. (18); Valley Stream, N. Y. (23); Woodville, Tex. (39); Brenham, Tex. (46); Sharpsburg-Etna-Aspinwall, Pa. (62); Hudson, Ohio (51); Madison, W. Va. (46); Shiner, Tex. (24); Menlo Park, Calif. (43); Granbury, Tex. (21); Upper Darby, Pa. (60); Oxford, Pa. (41); Brockway, Calif. (22); Skokie, Ill. (36); Beaver, Pa. (32); Ringtown, Pa. (21); Angola, Ind. (77); Bala-Cynwyd-Narberth, Pa. (42); Kutztown, Pa. (39); Marianna, Fla. (47).

extend from July 10 to the 13th, inclusive.

Some 16 miles before you reach St. David's, on the main London road, you pass through the ancient town and county of Haverfordwest, with its Norman castle, its ancient and beautiful churches, and all those unusual features which add up its character as a distinctive country town. The Rotary Club of Haverfordwest desires to celebrate the occasion by sharing its fellowship with all Rotarians who may be coming to the festival at St. David's and arrangements are being made for a special luncheon to be held Thursday, July 12, at 12 o'clock noon. Details of the luncheon and the place will be sent to Rotarians who notify, by June 10, our Club Secretary, Thomas Davies, 6 Castle Terrace, Haverfordwest, Wales, that they plan to attend.

July 12 will be a day of special significance, for it will be the occasion of the visit of Her Royal Highness the Duchess of Kent, who will attend the first performance of the oratorio based on the life of David.

Friend Expects No Favors

*Believes ARTHUR B. IMEL, Rotarian
Vice-President, Oil and Gas Company
Cushing, Oklahoma*

What would I do if I had persuaded a friend to invest in my company and it started heading for the rocks, as stated in the symposium in THE ROTARIAN for April? In the first place, no one is expected to underwrite for friend or for the risk on an investment. In the submitted project, I urged a friend to invest with the understanding that the full profits, if any, were his. There was no intimation or expectation [Continued on page 31]

THIS ROTARY MONTH

NEWS NOTES FROM 35 EAST WACKER DRIVE, CHICAGO

ROTARY'S 42D. Yet to come at presstime, but history by the time farthest readers read this, Rotary's 42d Annual Convention in Atlantic City (May 27-31) promised to draw some 12,000 people from 60 countries. To previews of the program given in earlier issues, add only this bright sidelight: Miss America (Yolande Betbeze, of Mobile, Ala.) was to be there—to entertain the ladies! . . . For a 20-page report on the 1951 Convention see the July issue.

PRESIDENT. Just returned to their home in Quebec City, Canada, are Rotary's President, Arthur Lagueux, and his wife, Christine. Immediately back of them is a four-week tour (see page 28) that included visits in The Netherlands, Belgium, Luxembourg, Switzerland, Germany, Denmark, Sweden, Norway, England, Ireland, and Scotland.

NEXT PRESIDENT. To be elected Rotary's President for 1951-52 in Atlantic City at May's end, Alabama Lawyer Frank E. Spain will hold an interim meeting with the '51-52 Board of Directors in the Boardwalk City at the close of the Convention.

PEAK. The Conference season in Rotary's 200 Districts passed its peak early last month, with only a few of the great District-wide meetings remaining to be held. By May 1 in the USCB region (United States, Canada, Bermuda) 91 had taken place, with 19 to follow. In Ibero-America 23 had been held, with three to come. In the Eastern Hemisphere 35 had been held, with 16 to come. In all three regions a number of Districts held joint Conferences.

MEETINGS.	1950-51 Board of Directors.....	May 15-18.....Chicago
	International Assembly.....	May 19-26.....Lake Placid, N. Y.
	Institute for Present and Past Officers of RI.....	May 19-26.....Lake Placid, N. Y.
	International Convention.....	May 27-31.....Atlantic City

AUDIT TIME. With June 30 marking the end of Rotary's fiscal year, Clubs were reminded that an audit of books is a sound way to end a year, begin a new one.

ROTARY PRESS. Demand continues for "Service Is My Business"—60,000 copies of this book on business methods having been distributed, translations in five languages having been achieved or in process. "From Here On!"—200,000 copies of this analysis of the U. N. Charter distributed, and the seventh edition, completely rewritten, now underway. "Report on U. N."—30,000 paid subscriptions published in English, Spanish, and French. Rotary International is the publisher of all three.

NEW MEMBERS. Urged by the President is a survey of membership by Rotary Clubs for a twofold purpose: (1) to add new members through increased use of senior active membership, and (2) to lower the average age of members through the admission of younger men.

NEW "O. D." Already underway are preparations for publishing Rotary's "Official Directory" for 1951-52. To all Rotary Clubs have gone forms for supplying the Central Office with names of new officers and other essential "O. D." information.

NEW CLUBS. Since July 1, 1950, Rotary has welcomed 222 new and readmitted Clubs, 15 being re-established in countries where Rotary Clubs disbanded due to war. Total re-established Clubs in Germany—35; Japan—56; Italy—66; Austria—6.

VITAL STATISTICS. On April 26 there were 7,295 Clubs and an estimated 347,000 Rotarians.

The Objects of Rotary:

To encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

(1) The development of acquaintance as an opportunity for service.
(2) High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying by each Rotarian of his occupation as an opportunity to serve society.

(3) The application of the ideal of service by every Rotarian to his personal, business, and community life.
(4) The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

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The Editors' WORKSHOP

ONE of our staffmen took his small son to visit a sculptor friend some time ago. As the 4-year-old hopped around among the statuary that crowded the studio, the young father followed along, eager to catch every bit of the child's reaction. At last the boy stopped before a life-sized bronze nude. Slowly he looked her up and down.

"Huh! No shoes," he said, and walked away.

WE are eager to catch your reaction to this issue. The thing we think you are going to notice is that it looks different from past issues. It should. Since last month we have given your Magazine a new cover design, new Bodoni headline types, new departmental headings, three new regular departments (*By the Way, Personality*, and the one you're reading), and other new elements. Each thoughtfully considered and painstakingly effected, these changes are just another step in the continuing endeavor to give you and Rotary a better and better-serving publication. . . . Maybe, however, the most obvious thing to you will be that somewhere in these 64 pages we've left a fact or figure running around barefoot. If so, do let us have your "Huh! No shoes" letter. We like to hear from you.

WE mentioned this month's cover. The quiet scene pictured there is in the North of England. The photo was taken from Skellgill Road in Cumberland and shows Skiddaw Mountain (3,022 feet) in the background. Camera Clix supplied it. . . . Now, who is the Rotarian who knows the spot and all its lore, and will he share his love of it with his fellow readers?

REMEMBER that Sophia Pekter article about "brain insurance" for key men? Readers aren't going to let us forget it. Twelve of them have ordered a total of 10,500 reprints—and the requests keep coming. Not a week passes without some person or publication asking permission to reprint something from your Magazine. It's rare when your Magazine turns about and asks the same privilege. It did this month, however. We were sure you would like a glimpse (page 10) into the pamphlet the Neissers did for Public Affairs—which, by the way, sells the complete pamphlet for 20 cents.

IT IS a tribute to Rotary, we always feel, that such men as William O. Douglas, Carlos Romulo, Walter Judd, R.

Dayal, and Karim Azkoul will take time from their busy schedules to write for your Magazine. The views of these particular men—two of them Rotarians—make up a symposium that throws the clear light of understanding on a clouded world problem. Like it, another symposium we are gathering has an Asian background.

THE stout blue trunks that carry our tools and supplies to the Annual Convention have long since gone to Atlantic City. By the time you read this we'll have stuffed our brief cases, rounded up our cameras, and caught the train for the New Jersey coast ourselves. What is said and done and enjoyed at Rotary's 42d Annual Convention in Boardwalk Town we'll try to put down on some 20 pages of the July issue—as a report for those who couldn't go and as a souvenir for those who could.

A NOSE for news is a fine thing for editorial people to have . . . but none is



"As we went to press . . ."

needed here just now. The news is walking right up to us. As this is written 4½ million people (local papers estimate) are jamming the streets of Chicago, and most of them seem to be on the street just below us. Our photographer is leaning out of the window to snap some evidence (see cut). A man by the name of Douglas MacArthur who used to go to Rotary in Manila occasionally and who holds honorary membership there and in Milwaukee and Tokyo is in town. At this moment he is placing a wreath on a bridge visible from here—Chicago's Bataan-Corregidor Bridge dedicated two years ago by his one-time aide and Past Rotary International Vice-President Carlos P. Romulo, who, as aforementioned, writes for you elsewhere in these pages.—Eds.

ABOUT OUR CONTRIBUTORS



DONALD A. LAIRD is an Indiana psychologist with a knack for writing in simple terms about a not-so-simple subject. Author of some 20 books and 800 popular and technical articles, he is renewing this month a long

acquaintance with readers of *THE ROTARIAN*. Humorist PARKE CUMMINGS doesn't have to

go outside his Connecticut home for story ideas. Two seemingly inexhaustible sources, he says, live with him: John and Patsy Cummings, aged 13 and 7, respectively. A free-lancer for over 25 years, he has written for many U. S. magazines. Scheduled for publication is his book *I'm Telling You Kids for the Last Time*.

The tips-to-toastmasters author, WM. M. LAMERS, knows education, too. He is assistant superintendent of public schools in Milwaukee.

W. J. BANKS, a contributor to Canadian, British, and U. S. journals, lives in Toronto, Ontario, Canada, where he edits the *Canadian Police Bulletin*.

Even while motoring during a vacation, BENJAMIN MELNITSKY, doesn't forget his work as a science and industry writer. He stops often to visit industrial plants for on-the-spot material. A recent book is *Management of Industrial Inventory*. A New York "U" graduate, he lives in New York City.

A lawyer and wartime Merchant Marine sailor, WILLIS LINDQUIST now devotes full time to free-lance writing, mostly on legal subjects. He is a member of the Washington, D. C., bar.

BARNETT FOWLER is in charge of special assignments for the *Schenectady, New York, Gazette*.

Lindquist The NEISSESS—WALTER and EDITH—are husband and wife. WALTER is in advertising, EDITH in social work. They live in Highland Park, Illinois.

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Cummings



Banks



Melnitsky

the *Canadian Police Bulletin*. Even while motoring during a vacation, BENJAMIN MELNITSKY, doesn't forget his work as a science and industry writer. He stops often to visit industrial plants for on-the-spot material. A recent book is *Management of Industrial Inventory*. A New York "U" graduate, he lives in New York City.

A lawyer and wartime Merchant Marine sailor, WILLIS LINDQUIST now devotes full time to free-lance writing, mostly on legal subjects. He is a member of the Washington, D. C., bar.

BARNETT FOWLER is in charge of special assignments for the *Schenectady, New York, Gazette*.

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IN THIS ISSUE

VOLUME LXXVIII

JUNE, 1951

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THE ROTARIAN Magazine
is regularly indexed in *The Readers' Guide to Periodical Literature*

Published monthly by Rotary International

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The Way to Win in the East



In an Iranian mountain village Justice Douglas chats with a bearded patriarch—during a stop on his 1950 travels in Asia.

By WILLIAM O. DOUGLAS

THOUGH he speaks here as a private citizen, the author is a Justice of the Supreme Court of the United States. Reared in Washington, his hobby since boyhood has been mountain climbing. It was that which took him on two trips to Asia, on one of which he was accompanied by his son William O., Jr., on a long journey in the region he describes as "under the southern rim of Russia." What he saw there is reflected in this article, but readers familiar with Justice Douglas' career will recognize a particularization of his long-held views on social, economic, and political issues. He is a graduate of Whitman College and studied law at Columbia. After a meteoric legal career, he at age 41 was appointed to the highest judicial body in the United States. Justice Douglas is a member of the Rotary Club of Walla Walla, Washington.

DEBATE-OF-THE-MONTH

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IT WAS Chesterton, I believe, who said that travel narrows one. It does in the sense that one who returns from abroad loves his country even more than before. Travel these days, however, has other effects if one loses himself in the villages of Asia for weeks on end. I returned profoundly disturbed. The America I love was not the America the people of Asia see. The attitudes we express, the words we use, the policies we pursue, too often injure rather than help the cause of freedom-loving people. The reason is that we live in one world, the people of Asia in a different world. We must know their world if we are to fulfill our destiny.

The plain fact is that the world is in a revolution which cannot be bought off with dollars. There are rumblings in every village from the Mediterranean to the Pacific. A force is gathering for a mighty effort. We think of that force as Communistic. Communists exploit the situation, stirring every discontent and making the pot boil. The revolutions which are brewing are not, however, Communist in origin nor will they end even if Soviet Russia is crushed through war. The revolutionaries are hungry men who have been exploited from time out of

mind. This is the century of their awakening and mobilization.

What I saw and heard as I travelled this vast territory that lies under the southern rim of Russia reminded me very much of what I had read about the French and the American Revolutions. The abuses against which our American forebears protested in 1776 are listed in our Declaration of Independence: dissolution by the King of legislative bodies, corruption of judges, maintenance of a standing army and quartering of troops among the people, imposition of taxes without the consent of the colonies, transporting citizens beyond the seas for trial of offenses committed here.

The complaints of the peasants of Asia are just as specific and to the people involved they are just as important. I have talked with them in many places across this wide belt and found them alive not only to their problems but to the solutions as well. Though illiterate, these people are intelligent.

The people of Asia have a catalogue of specific complaints. The absence of medical care always comes first. The absence of schools is always second. Then comes land reform—for these people

have a passion for land ownership that Americans can understand. We expressed it in our homestead laws and in the great westward movement that built a nation out of the wilderness. Next comes the desire to learn how to farm the modern way. The right to vote, the right to elect a representative Government, the power to expel and punish corrupt officials—these too are important claims to reform. Finally, they have a new sense of nationalism. It reflects itself in many ways—the growing sentiment in some countries of the Middle East to nationalize their oil and keep the profits for themselves; the desire to have local capital a partner with foreign capital in developing the nation; an exultant feeling of independence and resentment against intermeddling by outside powers.

There are professional agitators who stir this brew of discontent, but the force comes from the masses. I have not seen a village between the Mediterranean and the Pacific that was not stirring uneasily.

American foreign policy has never been addressed to the conditions under which these revolutions flourish. Democracy, peace, aggression, are important words to us, but to those in the hinterland they are apt to be hollow and meaningless. America's voice, when heard in this poverty- and disease-ridden belt, often sounds coarse and cheap—not because we intend it so, but because we do not know the world in which we live.

We tell about our high standard of living, how well our workers eat, the fine houses they live in. And it sounds like boasting and bragging.

We send technical experts abroad to help in seed selection, soil conservation, malaria control, and the like. But we never raise our voice for reforms of the vicious tenancy system of Asia under which increased production inures to the benefit of a few. We seem to forget that health programs unrelated to land-distribution projects, minimum wages, maximum hours of work, and the like merely increase the number of people among whom the existing poverty must be rationed.

We talk about democracy and justice, and at the same time we support regimes whose object is to keep democracy and justice out of reach of the peasants for all time.

We put billions of dollars behind corrupt and reactionary Governments which exempt the rich from income taxes and fasten the hold of an oligarchy tighter and tighter on the nation.

THE fact is that America has been so engrossed in providing a defense against Communism that we have lost the initiative. Our great weakness has been our negative attitude. We have been anti-Communist. We have been pledged to root it out and expose it for all its ugliness. We have taken up the hunt inside the country for every human being who was, is, or may be a Communist. Yet no matter how feverish our efforts, the red tide of Communism seems to spread abroad. We are seized with panic as the waters lap at feeble dikes. So we rush to the support of every group which opposes Soviet Communism. That puts us in partnership with the corrupt and reactionary groups whose poli-

INTERNATIONAL ROUNDTABLE

EDITORS' NOTE: Sending them copies of Justice Douglas' statement, we asked a Filipino, an American, an Indian, and a Lebanese for their comments. These we present here and on following pages. Brief letters from readers are welcome.

Yes, Asia Moves Ahead

Says General Carlos P. Romulo
*Secretary of Foreign Affairs
of The Philippines*

JUSTICE DOUGLAS writes of the problems of Asia with warm sympathy and profound understanding. He perceives the basic soundness of the revolutionary urge that has been sweeping Asia from end to end. The Asian revolution is essentially a movement toward freedom: freedom from foreign domination, freedom from domestic despotism, freedom from want, and freedom from fear. In some countries this healthy movement has been diverted by Communists to their own selfish ends: in others it has been dammed up by the failure to institute the necessary political, social, and economic reforms. Justice Douglas takes all these factors into account, but he never loses sight of the heart of the matter, which is that the basic Asian aspiration for freedom in all its aspects is a wholesome thing and well worth helping to fulfill.

Justice Douglas points out the essential affinity between the Asian struggle for independence and a better life and the American Revolution from which the vast majority of the Asian peoples derived inspiration during the long centuries of their subjection to foreign rule. And with unanswerable logic he advocates that America's relation with Asia be based foursquare on this common devotion to freedom and the common determination to enlarge and defend it.

This is precisely the pattern in which Asian-American relations are being reoriented. The purely "negative" policy which Justice Douglas deplores is giving way to a more constructive and dynamic approach to the problem of Asia. The Point Four program, the help given to friendly countries like The Philippines, and the all-out defense of the freedom of the Korean people against aggression are among the most notable manifestations of the new American attitude which is giving new hope to the free peoples of Asia.



Romulo

Security Comes First

Says Walter H. Judd
*United States Congressman
from Minnesota*

EVERYONE should read more Russian history. If we did, we would know that some 500 years ago the Grand Duchy of Muscovy, of which Moscow was the chief city, became dominant in a struggle among various Russian States. Commissars have replaced czars, but the process of aggressive expansion at the expense of Russian neighbors goes on with dozens of formerly independent nations now absorbed or subdued.

The Kremlin has been especially covetous of the Black Sea countries to the south, notably Turkey and Iran. They were not strong, so for most of 200 years the British helped them to stand. The United States is doing that now, and for the same reason. It would be

too dangerous to Western security to have them crushed by the glacier from the north which for centuries has threatened this bridge linking three continents—Asia, Europe, and Africa. In this modern day, that area is especially vital for it contains more than half of the world's known oil reserves, and oil is Russia's gravest shortage.

Security has been the key to the West's policy there—not an effort to get people to think the way we do.

America's policy toward China is another example. For 100 years it has insisted that China be independent and the "open door" be kept open. But that policy was not based on a sentimental feeling for the Chinese, rather on a hard-headed concern for the security of the United States. It was not essential that the Government of China be democratic or efficient or without corruption—though these were desirable—so long as it was independent. The American people carried on the largest private program of beneficial development in history—hospitals, schools, agricultural stations, etc. But the keystone in the arch of official American policy was that the manpower and the economic resources of China must not be permitted to come under control of a potential aggressor—either Japan or Russia.

The shift in American policy during recent years was, in part, due to the myth that Communism in Asia is just an agrarian reform. Chiang Kai-shek was the first to see through that. He discovered that the Communists didn't really intend to work for the Chinese, but were trying to use China in a program of world conquest under the Kremlin. That is why he broke with the Reds and has had the courage to fight against them—alone most of the time—for almost 25 years. Only now is our Government waking up to the truth. History will vindicate Chiang and condemn us; he was right on the most important issue of our time—armed Communist imperialism—and we were wrong.

It was in Nationalist China's self-interest to be friendly with the United States just as it was in America's self-interest to want China to be independent. If China is free and independent, then it is possible to carry out desirable reforms, develop its social and economic resources, and thereby add to the welfare of its people. If China and other Asian countries are not free and independent, there is no more chance for the reforms Justice Douglas and all of us want than there is today in Poland or Bulgaria or the Communist-controlled parts of China. Reforms have been carried out in Free Formosa until it now has as good government as any country in Asia.

Any policy to be durable must be rooted in a mutuality of interests, of which the chiefest is security. That is a point Justice Douglas does not seem to emphasize sufficiently.

Douglas Diagnosis Accurate

*Thinks R. Dayal
Minister, India Delegation
to the United Nations*

WITH obvious sincerity and conviction, Justice Douglas has offered a diagnosis of the malaise which exists in Asia today. He has, I think, put his finger on the pulse of the problem in emphasizing that what stirs the peoples of Asia is not the clash of rival ideologies, but the basic impulses of peoples striving to attain the conditions for a fuller and richer life.

For Asia, the mother of continents and the cradle of history's major civilizations, is renascent today. There is a new dynamism in Asia, an upsurge which is striving to shed off the cumulative effect of two centuries of



Judd

cies breed the discontent on which Soviet Communism feeds and prospers.

This negative attitude, the policy of merely defending against Communism, is one reason for our default. The other basic reason is that we have relied more and more on our military to do our thinking and planning for us. Beginning in 1945 with the fall of Japan we entrusted most of our attitude toward Asia to the Army. The military made policy for us. It is no reflection on the military to deplore that fact. The situation in Asia is delicate and complex. It requires astute handling at the political level—the best that we can muster in skill and understanding.

As a consequence of our negative attitude and military approach to problems, the tide of Soviet Communism has picked up momentum. The trend will continue; and the part of the world on which Communism has not fastened itself will become smaller and smaller as long as our policy is merely negative or dominated by military thinking. The Communists are not merely anti-status quo. They have concrete programs of political action in every country. If we are to regain the initiative, we must be prepared with equally idealistic and equally specific programs of reform. We, too, must use our ingenuity to invent ways to aid the peasants in their revolutionary aims. We must take over the guidance and direction of these revolutions if we want a free world.

We have thought we could save the world from Communism by dollars. It is, however, ideas not dollars that count the more in this campaign. Dollars are secondary. They must be conserved until an honest, progressive Government comes into power. They then can be used in select ways to help the natives build a new economy.

WE cannot remake the world in our image, but we can help those who are seeking an escape from squalor to find alternatives to Communism. We cannot do it by talking democracy to these people. We can do it only by making our foreign policy understandable in terms of their aspirations: medical care, education, distribution of land to the peasant, modern agriculture, free elections, independence from foreign domination. If we took that stand not only in rhetoric but in action, the political implementation of the program would be relatively easy. The Philippines, already the show case of Asia, could be transformed into a healthy, prosperous, democratic community.

India and Israel are examples of the strength and stability that democratic forces can mobilize. These nations have domestic programs that make Communism internally an empty threat. There are liberal forces in practically all the Asiatic countries which can do the same. Each country has men who have the dream of a new freedom for their people, who have the character and ability to rid the nation of the feudal system that has existed from time out of mind. In other words, there is both the leadership and the energy within these countries to accomplish the necessary programs of social reconstruction.

A striking example is Persia, now labelled on

maps as Iran. The present Shah has extremely liberal ideas for the reconstruction of his country and has recently announced the sale of the royal lands to the peasants. The Government, headed by the late Ali Razmara, had the highest degree of competence and the most liberal viewpoint in recent Persian history. His Cabinet was composed of strong men with Western leanings.

Yet if someday soon the papers carry the news that this country has swung into the Soviet orbit or has taken a position of pro-Soviet neutrality, it will not be because the Persians have embraced Communism. Communists there are few and far between. The reason will be that the Soviets have a program of political action which we do not match.

IF WE undertook to match the Soviets in a program of political action, the chances of success would be considerable. One reason is that the revolutions which sweep Asia are basically incompatible with Communism. There are four reasons for this:

1. The people of this area are mostly God-fearing folk. Communism is atheistic.

2. The people want free elections and a free press; they want to be rid of gendarmes and soldiers who break up their political meetings and tell them how to vote or who close their newspapers. Communism merely substitutes one group of armed, political censors for another.

3. The peasants—who comprise the vast majority of the population—want to be rid of their landlords; they want to own their own land—to fence it and call it theirs, to cultivate it and keep the produce for themselves and their families. The Communists merely substitute one landlord (the State) for another.

4. The people are increasingly nationalistic. Most of them have only recently gained their independence from foreign domination. They are now offered the first chance in centuries to develop their own culture, to fashion their own laws, to shape their own destiny. Communism is Soviet inspired and controlled. Communist satellites lack the independence the people of the Middle East crave. They do not want to be the tool of any foreign power. They know that Communism would seek to make them the tool of the Kremlin.

That is why Soviet Communism works under great handicaps in this region. It is a creed that is hard to sell; the number of rock-bottom Communists between the Mediterranean and the Pacific is extremely low—certainly less than one-tenth of one percent. That fact must be discouraging to the Politburo, for it has changed its tactics. Today the Communists in the Middle East pose as an outright reform party—liberal, progressive, democratic. They make revolution under slogans as staid and respected as minimum wages, price control, food rationing, reduced rents, and the like. They won several countries in Eastern Europe that way. It is that way, rather than by invasion, that they hope to win the Middle East.

Communism can win by this political technique only if it has no political competition. It has been gaining in great strides [Continued on page 53]

political subjugation. As from a chrysalis, Asia is in process of emerging from her political, social, and economic stagnation.

It is essential to understand the nature of the revolution which is taking place in Asia today, and no country is better able to do this than the United States, which is herself the child of revolution. As Justice Douglas forcefully points out, the nature of this revolution is no different from that of the great revolutions of France and America. It represents the fundamental urge of peoples comprising more than half the population of the globe to throw off the poverty and oppression of past centuries.

In the words of Prime Minister Nehru, "to regard the present unsettled state of Southeast Asia as a result or as part of an ideological conflict would be a dangerous error. The troubles and discontents of this part of the world, and indeed of the greater part of Asia, are the result of obstructed freedom and dire poverty. The remedy is to accelerate the advance of freedom and to remove want. If this is achieved, Asia will become a powerful factor for stability and peace. The philosophy of Asia has been, and is, a philosophy of peace."

For this world of ours is shrinking rapidly, and it is no longer possible for one part of the world to live in peace and plenty, and another to live in penury and want. The resulting disequilibrium would create dangerous tensions which might jeopardize the peace of the world no less than the clash of ideologies and political conflicts. For conditions of stability to be attained, a proper balance should be restored. The United States can, by pursuing an enlightened policy in Asia, contribute greatly toward achieving that balance.



Dayal

Think of Asia As People

Urge Karim A. Azkoul
Acting Permanent Delegate of Lebanon to the United Nations

WHILE READING Justice Douglas' highly significant statement, I wished that every American might read it for the understanding of Asiatic realities it reveals, the sound suggestions it contains, and, above all, for the basic attitude toward Asia it reflects. Realizing that the America he loves is not the America the people of Asia see, he says: "I returned profoundly disturbed."

If only a substantial portion of the American people could be "profoundly disturbed" by this situation, the new approach to Asian-American relations which the distinguished jurist suggests would be much more widely accepted. If his attitude is to prevail, a major change in the outlook of Americans toward the outside world and particularly toward Asia is needed. They should have to realize:

1. That Asia is not merely a reservoir of tremendous natural resources, nor a chain of strategic bases, nor a source of vast manpower, nor even a grouping of Governments—but that, primarily, it is the home of millions of human beings.

2. That these human beings may see America other than as Americans see it, certainly not through lack of discernment or goodwill, but rather because they see only the America that is projected to the world. Perhaps also, and this requires a deep humility on the part of every nation, outsiders see our weaknesses and imperfections better than we ourselves do.

3. That the attitude, whether friendly or hostile, of the Asiatics toward Americans [Continued on page 61]



Azkoul

Making the GRADE as Dad

By WALTER AND EDITH NEISER

Illustrations by Lois Fisher



CONFUSED about what it means to be a good father? Look at the three unique contributions you make to your children's development and you may feel better about the job you're doing:

1. *Father stands for "Man."* Your children learn about masculinity just from watching and listening to you.

2. *Father stands for the Outside World.* Aware of it or not, you are "interpreting the codes of society" when you answer those endless questions about why teacher is a sourpuss. . . .

3. *Father stands for Competence.* You may feel like Casper Milquetoast, but to the children you represent all that is strong.

(Adapted from *Making the Grade As Dad*, a pamphlet published by the Public Affairs Committee, 22 East 38th Street, New York 16, N. Y.)



MOST men don't take instantly to fatherhood, but fortunately it is a job you can grow into. During the earliest weeks, your greatest contribution to your baby is not in burping or bathing him, but in giving his mother affectionate, encouraging support. When you are patient if your favorite chair is piled high with baby clothes, you are providing that priceless ingredient for your baby's security—a mother who knows you think she is all right! Gradually, you and the New Arrival make friends. Later, His Nibs may have none of you. The reason is that your intelligent offspring has discovered there are two kinds of people around: Mother and Not-Mother. When he begins crawling, he really enjoys playing with you. You may get a bit bored with "peek-a-boo," but remember that for small children life has so much spice that they do not demand as much variety to flavor it.

FROM the ages of 2 to 6, Daddy is everything. "When I am a big lady, I'm going to marry my daddy," say some little daughters. It is a lucky little girl who has an affectionate father, accepting her devotion, but not stressing it too much. Maybe you fear that Junior will be a "mama's boy." But you will probably see a change about the time he starts first grade. A girl seems to decide that since Mother takes first place in Father's affection, she'd better be as much like Mother as possible. In the same way, boys imitate their fathers.



ON A rainy Sunday you may be drawn into some of the painting, coloring, or clay modeling that the 4- to 6-year-olds enjoy so thoroughly. Small muscles are not sufficiently co-ordinated to permit any degree of skill. But when you tinker, let the small fry hang around. If you can let the youngster feel that you approve of his efforts, you help him more than if you make a finished product for him. A small child is usually careful of something once you let him hold it under your watchful eye.

A FEW good hunks of time with your children in the course of a week may be even more important than practicing the piano or (if this be treason, make the most of it!) a bath for Junior or his sister. From 6 to 12, the youngsters enjoy games—the ever-present checkers, the infinite variations on the parchesi formula. Children are not at too great a disadvantage, for how good can anyone get at this sort of thing? Without saying much, you can demonstrate that losing is no calamity.



PARENTS really ought to be equipped with shock absorbers so they can take calmly some of the questions they are asked. But telling about what you do, and the ups and downs of your work, helps children understand more about the world we live in. Children enjoy a visit to the place you work, getting a little of the feel, even the smell, of the office or factory that keeps you so busy all day.

YOUR teen-agers need and want standards and regulations—if, for no other reason, but to rebel against them. For only as they rebel do they prove they can be independent. You probably don't like being regarded as an "old fogey." But if they couldn't put you in that class, you would be a competitor, not a father. Guide their stormy development; respect their privacy . . . and let go gracefully.



BURNISH THAT *Ego!*

*Wise employers know
it is the key to employee relations.*

By DONALD A. LAIRD

Author and Psychologist

The button system was wonderful. Take going to the rest room, for instance. When a girl in passenger auditing went, she was to pin on a second button, a large one with a black bullseye. Simple as could be: everyone would know from the pink button to what department she belonged, and the other button told why she was not at her desk.

The first buttons had started a rumble of grumbling and a little joking. But no one joked about the bullseye buttons. Quite the contrary!

A hastily formed indignation committee of men called on the president himself. Their spokesman, trembling with fury, called the bullseye buttons an insult to "the ladies" in the office—he called them ladies, not girls. All the men were going to walk out unless the entire button scheme was discontinued. Color was all right for the office forms, but workers could not be treated like office furniture; workers had feelings.

The indignation committee was just as burned up over the lack of trust that the pink and the yellow buttons implied as they were over the affront to modesty forced on the women by the bullseye buttons. While they couldn't talk easily about the belittled feeling the first buttons gave them, they did feel justified in complaining about the rest-room buttons.

The button rebellion was short lived, and victorious. It was a good lesson for the president, and he realized it. For years he kept a couple of buttons to remind him that the most sensitive part of a person is not the whites of his eyes. It is his self-esteem.

Human relations are always

helped when the other person's self-regard is raised, and always harmed when it is belittled. The rule applies to "big shots" as much as to the fellow at the bottom of the pile.

Bernard M. Baruch, the international financier and advisor to Presidents, learned the importance of building others' self-esteem when he lost the co-operation of J. P. Morgan by so simple a thing as using the wrong word.

When Baruch was an up-and-coming young man, he wanted more than anything else to become a partner in the House of Morgan. He was making headway into the good favor of the elder J. P. himself with a proposal for partnership in a Texas sulphur dome. Geologists had reported favorably on it, but it was still an unproved venture. Morgan was interested until Baruch said, "You've taken bigger gambles than this."

"I NEVER gamble," Morgan replied with ice in his voice. The interview was over. The word "gamble" cost Baruch a Morgan partnership—and Morgan some 75 millions in profits, it is said. Investing was respectable, gambling was not. Saying he gambled had cut across the churchman's self-esteem.

Words should be chosen with care. Insincerity is not to be condoned, of course, yet it usually is possible—even in reprimands—to find words that don't lower the other person's self-regard. "For 40 years I have never spoken one single word without giving at least one moment's time to consider whether it was a good one or a bad one," Lord Chesterfield once told his son.

Only a very stupid salesman

A LARGE metropolitan transportation company employed a "business engineer" to improve office methods. He worshiped "system." His vest pocket bulged with colored pencils and a slide rule.

His first office improvement was a system of color codes for records and correspondence. The workers liked this, for the colors brightened up the desk tops, though it was a nuisance to make six carbons on four different colors of paper. Fewer papers were misplaced, however, since all pink sheets went to the auditing department, the yellow to traffic scheduling, and so on.

The supervisor of each department had an office in a corner partitioned off from his department. That was bad, the systems man said, because the supervisor couldn't see what employees were doing. So large horizontal windows were cut in each office. Now they'd have to cut out the visiting and work! A few employees began to look for other jobs.

Next the systems man reached into his bag of tricks to put a stop to employees going to another department for a friendly chat. He ordered those in passenger auditing to wear pink lapel buttons, those in traffic scheduling a yellow button, and so on. A wandering employee would be shooed back to his own department. Messengers, wearing buttons of multi-colored stripes, could pass freely from department to department—but without loitering, mind you.

would say, "But people with more experience than you prefer the other model." It may be true, but a customer with injured self-esteem won't buy.

Big words may be a hazard also. Not only may the other person not understand, but he may feel you are belittling him. If you want his favor, try to use his vocabulary or at least words he will readily understand. Don't be like the educated fool who couldn't say, "Turn out the lights"; for him it had to be the stilted, "Extinguish the illumination." Naturally, he was disliked by all his fellow employees.



"Words should be chosen with care."

Chink, Greaser, Spik, illustrate the point. People give others derisive nicknames because they want to protect their own self-esteem. If you have an unpleasant nickname, the best way to have it dropped is to build up the other person's ego.

The leader is cautious about using nicknames. He knows it is almost always unwise to use a nickname for a woman. Unless she is a relative or close family friend, it is safest for the boss to call her Miss or Mrs.—especially if he is married. Unless you know for sure that a man likes his nickname, don't use it.

The title for a job may seem minor, but it affects morale, depending upon whether it adds to or lowers the worker's self-regard. A job as custodian helps self-esteem more than the same work done under the title of janitor.

House workers have become scarce because of belittling attitudes that grew up around their work and lowered their self-esteem. The family looked down on the houseworker, made her eat in the kitchen and sleep in the attic, often bossed her shamelessly, and called her the "kitchen drudge" or "household slavey."

But we have an industrial-psychologist friend who has a waiting list of applicants for work in his home. He calls the housekeeper the "house manager" and means it—the responsibility of running the house is delegated to her without interference so long as the budget does not suffer. She is introduced to guests, not as "Marie" or "Smith," but as "Mrs. Marie Smith, the house manager." What pride she takes in her work and herself!

The man who cuts the grass, tends the furnace, and does odd jobs is called the "superintendent of grounds and buildings," and is introduced to visitors as "Mr. Smith, the superintendent—he's the man who engineers the landscape and keeps the best-looking place in the suburb." And his heart is in his job; no money would drag him away.

No task is menial when the worker's self-respect is built up. No worker looks up to a boss who looks down on him. As Edward Everett Hale said, "You can never lead unless you lift."

The most searing words are those that make fun of people. Laughing with people is safe, laughing at them is dangerous.

Offhand comments of a boss will lengthen the psychological distance between him and the employees if they carry a belittling sting. For example:

"Having trouble keeping your work neat?"

"Ann understood this the first week."

"You need to watch accuracy more."

"No—please do it this other way."

"You may not be speedy enough for this rush job."

As a matter of fact, any order may be belittling. Dr. Willard A. Kerr, of the Illinois Institute of Technology, has found "a tendency for departments with most supervisors per 100 workers to have high labor turnover." This, he concludes, "possibly may be due, at least in part, to a tendency to rebel when supervision and resulting 'regimentation' get too thick and close in the work environment."

A little bossing goes a long way. With good human relations it is scarcely needed. A hint from a real leader is better than an order from a mere boss. Consider this before giving your employee an order.

Human Nature Put to Work



Fear, say the psychologists, has its uses. History tells us how an astrologer named Galeotti saved his neck by a certain use of it. Advisor to Louis XI of France, he had counselled the King to go forth and meet Charles the Bold, Duke of Burgundy. Louis was promptly thrown into prison by the Duke, and kept there until he signed a humiliating treaty. Later the King approached his astrologer and said, "Well, if you can read the future so well, could you predict the time of your death?" Galeotti replied, "I can't tell you precisely; all I know is that I will die three days before Your Majesty." He kept his head.

—T. Yoshida, Richmond, Calif.



Was it plain curiosity or was it the I-want-what's-coming-to-me element in *homo sapiens*? Whatever it was, an enterprising secretary I know traded on it one day while mailing out routine advertising folders and letters to clients. She sent out several hundred envelopes completely empty. Soon all phones were jangling. Customers who ordinarily would have discarded advertising matter without a glance were demanding to know what had been forgotten. A soft, Southern voice gave detailed information, created interest, and piled up orders.

—Mrs. D. E. Winden, Dayton, Ohio



When you work with boys, make sport of work. We were having trouble getting boys in the YMCA to throw candy wrappers and waste paper into the basket provided. One day we draped a basketball net around the basket and placed a small backboard behind it. Now the floor is clean, and the paper is in the basket.

—Artemas Brown, Washington, Iowa

Let's have your story. If it's used in this department, a \$10 check will be sent you (\$5 if it's from another publication).—Eds.

The SCHUMAN PLAN-



ROBERT SCHUMAN, the French statesman with the German name, is uniquely qualified to encourage Franco-German accord. Born in Lorraine when it was a German Province and educated in German schools, he is yet as French as his Gallic lineaments. He has served France as Finance Minister and as Premier and is currently its Foreign Minister. . . . The sketch is by the celebrated caricaturist Bero.

IN THE DRIVE for security and justice, without which there can be no durable peace, we in France, as Foreign Minister Robert Schuman told the recent United Nations Assembly, do not believe in standing hopefully by and saying: "Let the United Nations do it." Every Government must contribute, independently and collectively, to bringing about a better economic, social, and political organization of international life.

Although the United Nations, in its six short years of existence, has not wrought any miracles, and has at times faltered and stumbled in its efforts to preserve peace, it has made steady progress in the right direction. There is, of course, some justification for despair, but there is also much cause for hope. The strengthening of the authority and efficiency of the United Nations is a prospect for the future. Meanwhile our respective Governments, being responsible for peace and security, cannot be resigned to passive expectation of future reforms, nor satisfied with a form of collective protection that is more theoretical than real. It is recognized that the Charter of the United Nations authorizes and encourages the setting up of regional groups, as well as any other initiative for the implementation of legitimate collective defense, pending the full development of international institutions.

Some steps have already been taken in this direction. The North Atlantic Pact, which furnishes the framework for effective defense against any attack upon Western civilization, is one of great importance. The Council of Europe, set up some two years ago, is another effort to create a European spirit over and above boundaries and parties. France has adhered to and will continue to give her support to these regional peace organizations, provisional and fragmentary solutions though they be, but which are justified by the present imperfection of the world organi-

A Road to European Peace?...

zation. They may become superfluous when the United Nations has become a reality whose authority is imposed everywhere and in all circumstances. Until that happy day arrives we must not overlook any means of promoting peace and understanding among nations and peoples.

In the Council of Europe, which has its seat at Strasbourg, certain definite results have already been achieved. A supranational conscience has been born; a realization of a common task and responsibility, without prejudices to national traditions and interests, has dawned. The Council of Europe is on the road to a European authority which, in certain fields, and in certain circumstances, will have the power of decision.

However, there is a more urgent problem to solve. The effective organization of Europe and the peace of the Continent cannot be seriously undertaken, as France realizes full well, until the old Franco-German antagonisms which have precipitated so many bloody wars have been eradicated. The Franco-German bone of contention must be removed from the heart of Europe. France not only recognizes the necessity to effect a reconciliation with Germany, but believes it is incumbent on her to take the initiative in this matter. What is it that France has proposed? It is what has become known as the "Schuman Plan."

France has proposed, and we are now negotiating with Germany, Italy, Belgium, The Netherlands, and Luxemburg, the pooling of our coal and steel production: the creation of a single unified market for these two products. They will, when the merger becomes effective—which we hope it will within a reasonable time—circulate freely in the territories of these six countries, inhabited by about 160 million people. We are proposing, within this vast single market, the elimination of all trade barriers such as protective tariffs and other restrictive measures. Cus-

By Michel Dumont

ONE OF THE boldest proposals for economic recovery to emerge from postwar Europe, the Schuman Plan acquired in April the signatures of the Foreign Ministers of the six participating countries. Now it goes to their parliaments for debate prior to ratification.

While the debate begins, a man close to both Mr. Schuman and Jean Monnet, architect of the Plan, here sketches for readers its broad outlines and aims. Widely experienced in French diplomacy and journalism, Michel Dumont served the Fighting French forces during World War II in North Africa, Britain, and Mexico. Once associate press director of the Provisional Government of France, he is now director of the Press and Information Service of the French Embassy in the U. S.

Comment the Plan has generated since its announcement a year ago has been varied and divided. Britain's Winston Churchill believes it could "dismise the fierce destructive strife of Gaul and Teuton into the fading romance of history." The Soviet Foreign Ministry has insisted that it "is precisely for the . . . purpose of recreating the war-industry potential of Western Germany." In Germany, Chancellor Konrad Adenauer has declared the plan "significant for all history." But the leader of the Social Democratic party, Dr. Kurt Schumacher, fears that the plan would lead to private cartels. Taking what seems to be middle ground in a speech before the Rotary Club of Brussels, Senator R. Motz, a member of the Council of Europe, said, "We all clearly see how we can go along with the Schuman Plan—but can anyone see how we are going to come out of it?"

What the parliaments of the "Schuman Plan countries" will say is yet to be seen. Meanwhile, brief letters from readers are welcome.

—The Editors.



"It isn't going to be easy," says Morris of A. P. Newsfeatures.

toms duties on coal and steel will be abolished; so will differential freight rates such as cheaper rates for export over domestic markets. That, of course, calls for an equivalence in production costs which have so far been very different in these same countries.

In the case of Belgium, for example, where the price of coal is about 50 percent higher than in German mines, prices will have to fall to a common market level. Belgian coal, experts report, costs

about \$14 a ton to mine. German coal costs only \$7.85 a ton and French coal about \$9.90 a ton to produce. The losses of the Belgian operators, whose production may be expected to drop several million tons, would be compensated by a special equalization fund contributed mainly by France and Germany. Obviously, it will be necessary to attempt to harmonize wage-price policy and social and fiscal legislation.

Such an alignment of production



Michel Dumont

costs naturally must not entail any disadvantage for wage earners; it should, on the contrary, open up better prospects for their future. In some instances inefficient mines and mills which protective tariffs now keep alive will have to be closed. It is estimated that the six above-mentioned countries, which represent a collective Continental market as large as that of the entire United States of America, produced in 1949 some 214 million tons of coal and 28 million tons of steel.

By 1953, after modernizations have been made, it is estimated that coal output will rise to 220 million tons and the steel production will reach 38 million tons. That of course does not take into consideration a war economy such as the world is embarking upon these days, and which of course is a temporary phenomenon.

THE so-called Schuman Plan envisages a High Authority, appointed by Governments but acting under its own responsibility, which will lay down rules and enforce their observance. It will be the first supranational institution, independent both of Governments and private interests. Its members will be chosen on a basis of capability rather than nationality. They will not deliberate or vote upon instructions, as delegations to the United Nations do, as representatives of national or private interests. They will have in mind only the collective interests of their employers, the associated countries.

A Council of Cabinet Ministers, it is proposed, will act as liaison between the High Authority and the parliaments of the six member nations. A special court of justice will deal with appeals by Governments or individual enterprises from decisions of the High Authority. Governments will, however, be authorized to approach this Authority in order to give advance notice of their views, or to submit to an international jurisdiction any decisions which seem to them to compromise seriously the interests of their respective countries. Finally, the Authority will be answerable for its activities to an interparliamentary political assembly which will have

the power to dissolve it and order its replacement.

This innovation in a field which is foreign to any military concern and in which peaceful coöperation alone is involved is revolutionary. If it is adopted—and there are good reasons to believe it will—it will exert a decisive influence on the collective economies of the countries concerned and may well banish forever the specter of conflict that has hung heavily for so many generations over the Rhineland, the Ruhr basin, the Saar valley, and the fair fields of Alsace-Lorraine.

As can be readily seen, the Plan is a bold attempt to do away with the national egoisms in favor of a supranational conception. The proposed Authority will not be a cartel as some critics fear, aiming at maintaining or increasing profits by restricting production or lowering wages. On the contrary, the objective will be to increase output, internal consumption, and exports by better organization of production and the reduction of costs and to maintain full employment.

It is to be expected that countries associated with this ambitious, but essentially peaceful, project, especially France and Germany, will no longer be tempted to wage war. Indeed, war between them will become unthinkable and impracticable. Their economic activities will be aligned or united progressively in other fields besides those of coal and steel. The undertaking will be the common work of six countries which will have attempted it in the interests of their associated peoples. It may well be that the experiment will open up hitherto-unseen prospects for supranational coöperation and be the keystone for a durable peace in Europe, and eventually in the whole world.

France fervently hopes that war may soon become a physical impossibility for all continents, not only Europe. Until this long-awaited day arrives, however, countries will be well advised to obtain assurances against it. To be in a position to defend peace by the force of arms is the traditional method. But it is not the only way, nor the best one, by which we can prevent war. We in

Europe have resorted to it for centuries and have found it wanting.

There must be awakened in the hearts of peoples a feeling of solidarity, a linking up of their destinies and their economic and personal interests. People must realize that they cannot always solve their gravest problems within national boundaries. The idea, and later the will, for supranational coöperation must be promoted. With this will come the dispersal of bad feeling, suspicions, and mistrusts which plague Governments and peoples the world over today. After two terrible wars in one generation the French people today are for peace, resolutely and sincerely. The French Government is determined to continue along the road it has taken. Bold and fruitful ideas have always appealed to Frenchmen, and, faithful to this tradition, we in France are striving to ensure acceptance of the conception of superratiative authority. By spontaneously renouncing a part of their sovereignty in favor of a High Authority, such as embodied in the Schuman Plan for Europe's coal and steel industry, States will furnish further decisive evidence of their will to build a better and more peaceful world. By pooling their resources, material and spiritual, and their energies they will drive poverty and war into retreat.

AS Foreign Minister Robert Schuman said recently: "We must convince the skeptics who see only dangers in our plan, and who mistakenly think that the least dangerous course is to do nothing." Public opinion, at least in the six countries concerned, has well understood the significance of this great initiative. The echo that it has found from the very beginning, in all countries and among many political parties, indicates a great desire for peaceful reform of our institutions.

Despite the rising international tensions, and the crises in the Far East and other regions, there is an ever-growing indication of a clear realization of the economic and political oneness of Europe, and that through its consummation will come a permanent and durable peace.



Italian workers turn out wheels for cars at high speed. Work depends on steel.



French gasoline engines (above) need machine tools of steel; The Netherlands' oil industry (below) requires derricks, drums, tanks.



Belgian industries range from light handicrafts like lace-making to blast furnaces.



THE six participating countries—France, Germany, Belgium, The Netherlands, Luxembourg, and Italy—would have free access to coal and iron-ore markets under the Schuman plan. It provides for the abolition of both tariffs and inequalities in the freight rates for these minerals in an area comprising 160 million steel-using people.



A German factory (above) reopens as workers unload coal. . . . (Below) The same industries touch farm workers in Luxembourg.



Photos: (top) Weight; others: Acme; map by Willard Arnold

New Day Dawns in an Old Swiss Valley



Walled away by the Alps, the vale of Calanca was a place of poverty and old age—its young people fleeing to the city.

Then Basel Rotarians set to work, and now—well, read on.

ITHE OUTSIDER, life in Switzerland looks like one long mountain holiday. How could it be anything else in a land so gifted with towering beauty, smart hotels, precise watches, bountiful cheeses, sound currency, and 5 million ruggedly democratic, peace-loving people?

To the insider—well, it is not all quite so idyllic. Happy as they are, the peaceful Swiss are continuously at war—with their own geography. Their Alps cut the nation into a thousand segments; they yield few minerals; and they leave so little farmland that grains must come over the borders. Still, the Swiss are among the most highly industrialized and best-fed people in Europe. In short, Switzerland is poor, but the Swiss are prosperous.

Typical of this Swiss paradox are a famous place named Basel in the North and a never-heard-of spot called Calanca Valley in the South. Basel is Switzerland's second-largest city and one of the richest communities in Central Europe, with some 200,000 people busy at their banking, commerce, and shipping. If you take a southbound train from Basel, transfer to a special narrow-gauge railway, and then hitch a ride in the postman's car, you'll reach the Calanca Valley. Sealed away from the world by their mountains, the Calanca people have always known grinding poverty in their beautiful valley. Until recently, few young people stayed in the humble, quiet village of the Valley. All ran off to work in cities at the earliest possible ages.

But there's a dawning in the Valley now. Some nine years ago the Rotary Club of Basel heard about the impoverished mountain community. The 80 Basel Rotarians set up a Foundation for Calanca with 4,500 francs to start it off. Today, results are beginning to show. What they are can be seen on following pages.



Good news comes to Calanca Valley! Men smile as they read the news that an irrigation and power plant will be built there. Basel Rotarians had encouraged the program to provide jobs and eventually new industries for the people there.

Everyone—including grandma—must work hard to still carry hay from the fields to the barns. Note the



A comely farm girl, with the Latin grace typical of the Italian-speaking part of Switzerland, tends her cow. Most young people her age have left their homes to seek work in more prosperous centers. . . . (Below) A map of Switzerland showing Basel and the Calanca Valley.



keep alive in the valley. These old women baskets made from roots slung on their backs.



Photos: H. Steiner from Three Lions



Three children together! In the villages of the Calanca this is a rare sight, since most villages have no more than three children in all. Soon, though, young couples may be returning and bringing their families.



Her face deeply etched with the cares of poverty, this woman in the village of Tossa knows she must keep her hands busy. Many old people, after leaving their home valley, return to be with friends in their twilight years.



Climbing—whether on barn-loft ladders or the hillside fields—is all in a day's work for Calanca farm wives.



Timber is the valley's big resource, though poor transportation makes it hard to ship. . . . (Below) A new home goes up in the valley. Wages from work at the power station help pay for concrete. Sturdy construction is needed against heavy snows and avalanches.



Buildings, like the little church above, are simply decorated in the Swiss-Italian style. Note the refinement of detail in the window. . . . (Below) Two men quarry gneiss stone for pavement and roofing—a hard, necessary job.

Tools, Power Bring Better Living

[Continued from preceding page]

TO BEAT their geography, the Swiss develop their skills to high peaks. This, reasoned the Basel Rotarians, was what was needed in Calanca Valley. Thus they initiated a training program offering the villagers courses in cabinet-making, linen spinning, and scientific farming. They set up an agricultural library and gave away gardening tools. And to cap the lessons, they sponsored an animal fair and garden show, distributing prizes to the best exhibits.

To improve the region's resources, Rotarians encouraged Swiss student workers to go into the Valley to dam a river and clear more farmland. A positive result of this interest has been the construction of a big hydroelectric plant. Now plans are afoot to build a cable-car system over the mountains. Like people in other Rotary-adopted communities from Greece to Ceylon, the Calanca Valley folk have begun to think of the future with a zest that amazes no one more than themselves.





Sighting new hope for the region, this engineer is surveying the valley for the power installations five miles from Bellinzona. Until the region produces more, Basel Rotarians will help.



The elected President of the community lives as his fellow citizens. Here he builds a fire to cook a meal. Note newspaper decorations on shelf.

The key to the future is the power plant at Busen. Today it employs workers for construction, but eventually it will bring new industries and raise the submarginal standard of living. . . . Picturesque valley homes, like those in the village of Santa Domenica (below), may soon have some of the modern comforts for which Switzerland is famed.



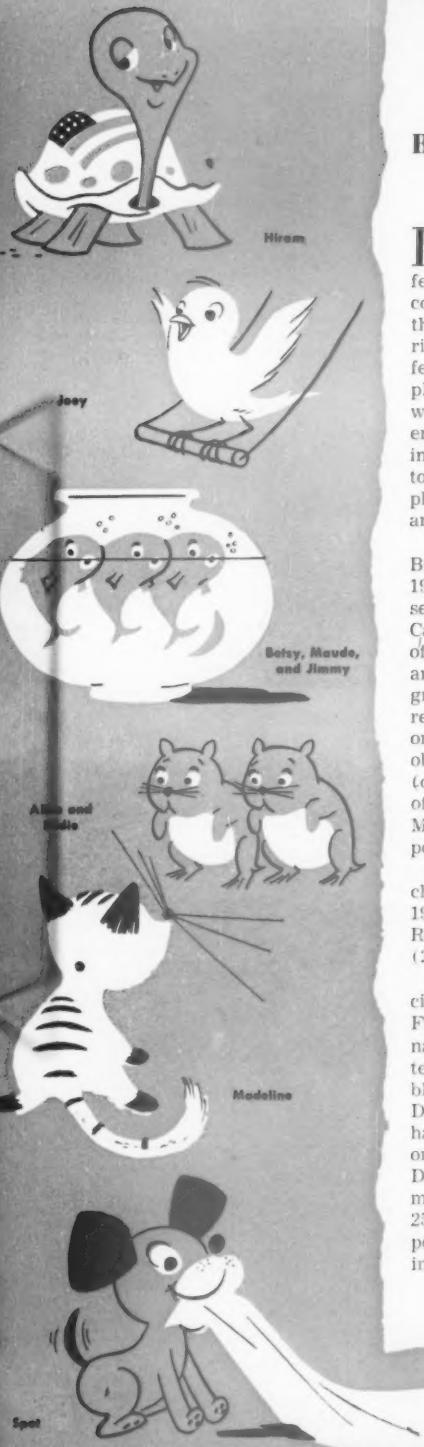
A shy little girl looks forward to the day when other children will return to Calanca.



Our Pets - SIX THUMBNAIL BIOGRAPHIES

A little slice of most any family life.

By PARKE CUMMINGS



LIKE most families, we have fed, sheltered, and otherwise coped with not only the young of the human species, but a large variety of other fauna: mammalian, feathered, and reptilian. The complete account of their histories would undoubtedly occupy several large volumes, but, in the interests of brevity, I am enabled to present my Thumbnail Biographies of Our Household Pets, Past and Present:

Hiram. Species: mud turtle. Birthplace: uncertain. Acquired: 1950. Acquired from: Dr. Paulsen's Travelling Road Show and Carnival. Price: 10 cents. Size of turtle: between 50-cent piece and silver dollar. Description: greenish tail, legs, neck, and face; red, white, and blue flag painted on back. Artist: unknown, but obviously not Dali. Personality (of turtle): unstimulating. Length of stay in house: three weeks. Most probable theory for disappearance: fell down ventilator.

Joey. Species: canary. Purchased: 1945. First heard to sing: 1947. Last heard to sing: 1947. Reasons advanced: (1) shyness; (2) sulkiness; (3) laryngitis.

Betsy, Maude, and Jimmy. Species: goldfish. Acquired: Cantly's Five and Dime Store. Reason for names (as given by small daughter, Patsy): fancied facial resemblances to specific schoolmates. Disposition: bright to placid. Bad habits: distracting burbling noise on surface of water on hot days. Dates of demise: Maude and Jimmy—June 24, 1949; Betsy—June 25. Cause of demise: dietary experiment (Patsy) to find nourishing qualities, if any, of salted pea-

nuts mixed with cigarette butts.

Alice and Eddie. Species: Syrian hamster. Sex: one of each. Reason for purchase (by Junior): Breed hamsters. Get baby hamsters. Wait for baby hamsters to grow up. Breed grownups. Breed future progeny. Breed future progeny of future progeny. Sell off surplus to scientific laboratories at top market prices, make hundreds of dollars a week, buy new bicycle, fireworks, all ice-cream sticks can eat, and put self through college. Purchase price: \$2.50 each. Elapsed time between arrival and death of original (and only) hamsters: three hours, 18 minutes. Loss on transaction: \$5 plus 11 cents (food) plus \$8.65 (materials for cage to be built), total: \$13.76. Reason for death: see next item.

Madeline. Species: tabby cat. Favorite food: hamsters.

Spot. Species: dog. Breed: undetermined. Acquired: 1945. Notable events in career: 1945: ruined slipcover, children told he must be given away. 1946: dug up mistress' best delphinium plants in garden, decision made to get rid of him. 1947: chewed up scatter rug, inquiries made for somebody to take him off our hands. 1948: growled and made threatening gestures at postman, forfeited right to stay here. 1949: shook water over lady guest wearing dress fresh from the cleaners, must be sent away. 1950: general deterioration in manners all along the line, cannot remain here. 1951: behaving worse than ever; must be got rid of IMMEDIATELY.

... What's that, Junior? ... Yeah, okeh. I'll pick up six cans of dog food when I go downtown.

Gloria Kondell

EIGHT S. K. calling. Any-one wanting the Flying Doctor Service come in."

Dr. William Scott Kennedy leaned over the shoulder of Radio Operator Frank Baseden. Young and keen, the physician is responsible for the health of every human being in a piece of Australia as large as Texas. He is one of the men who make up the Flying Doctor Service of this vast land, his base being Broken Hill in New South Wales.

The hum of the transmitter faded away as Baseden switched to his receiver. A moment of silence. Then, "Eight V. T., the Veldt calling. Good day, Mr. Baseden. We have a call here. Over."

The operator waited a moment, then switched again. "No other

calls? Okeh, Mrs. Barlow at the Veldt. We hear you. The doctor is listening. Over."

"Good afternoon, Doctor. It's our little girl, Judith." The mother's voice, edged with anxiety, described the symptoms. The doctor prescribed, quoting numbers and measurements from the studio medicine chest. It's exact duplicate stands near each of the 175 transmitters which link isolated settlements, sheep stations, missions, and the camps and caravans of prospectors, itinerant merchants, and work parties to the Broken Hill Base.

Mrs. Barlow repeated the doctor's instructions. "Correct, Mrs. Barlow. Proceed with treatment. What is the weather out your way? Over." (The Veldt sheep

station is about 150 miles from Broken Hill.)

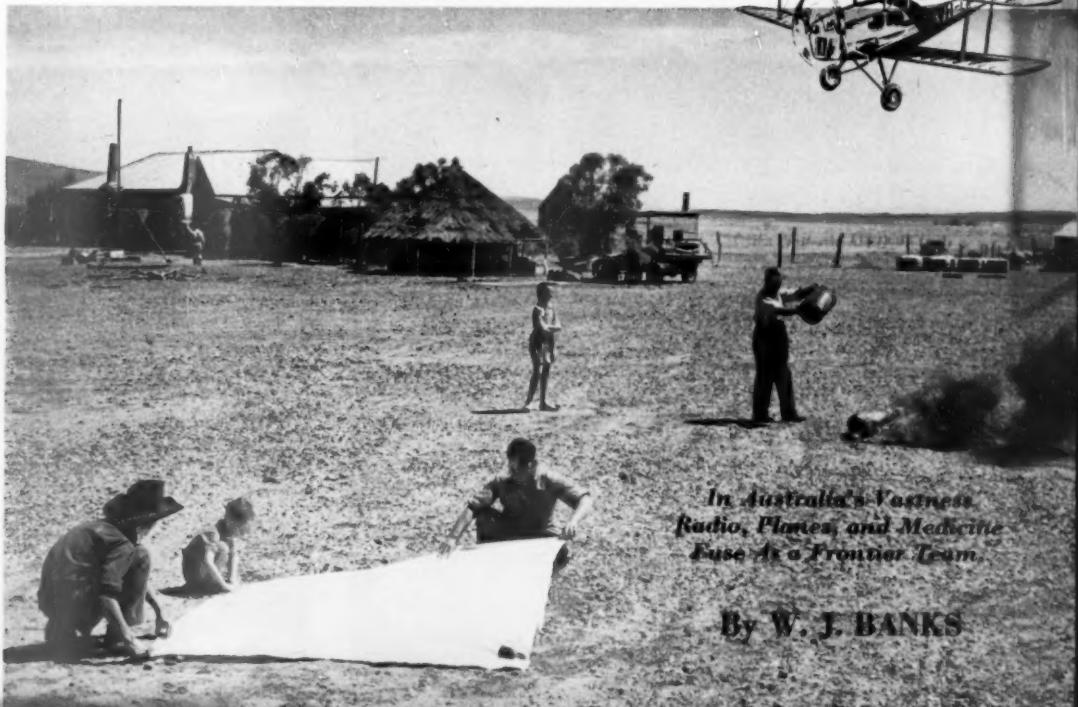
"We're having a dust storm."

"Too bad. Anyway, it's a bit late for today. Well, then, I'll be there in the morning about 10, weather and emergencies permitting."

Communication like this is making a big change in the lives of Australia's "outback" people. "It's the best thing that ever happened to this country," says one sheep-station owner describing this Flying Doctor Service and its radio network. Broken Hill is one of eight bases which—with two independent but co-operating bases operated by Church of England missions—blanket practically all of continental Australia. Only the more thickly settled coastal areas

Flying Doctors of the Outback

An Australian ranch family lays landing signals for the doctor's plane.



*In Australia's Vastness,
Radio, Planes, and Medicine
Fuse As a Frontier Team.*

By W. J. BANKS



1 At Broken Hill Base in New South Wales, Flying Doctor William Kennedy leans over the shoulder of Radio Operator Frank Basden, ready to give medical advice to people of his outback area.



2 At the Veldt, 150 miles away, Mrs. Barlow receives radio instructions on the treatment of her daughter Judith. Her medicine chest is identical to the doctor's and chests at the other 174 stations.



and some intervening stretches of uninhabited desert remain outside this service. Though other parts of the world have airplane ambulance service, Australia is still alone in providing medical calls by plane on a nation-wide scale.

Impartially, the Flying Doctors serve the well-to-do ranch owner and the penniless "backfellow." Doctors and pilots have risked their lives in storm, drought, or flood to aid nomad natives—aborigines deep in the wilderness.

The organization grew from the vision and tireless labor of the Reverend Dr. John Flynn—"Flynn of the Inland"—who began work in 1911 as an "outback" padre for the Presbyterian General Assembly. By the end of World War I, with aviation and radio still in their infancy, he conceived the daring notion of a flying doctor service linked by a radio network. It took a great deal of "selling" before Flynn's Australian Inland Mission could open the first flying doctor base at Cloncurry, Queensland, in 1929. Flynn is still head of the mission whose outpost hospitals coöperate with the Flying Doctors in settlements too small to have Government medical centers.

But back to Broken Hill. The next morning after the radio call, Dr. Kennedy and Pilot Selwyn Woolcock were airborne in a two-engined De Havilland "Dragon." Pilot Woolcock, who always

3 Next morning, Dr. Kennedy takes off to see Judith. The plane stays in constant radio contact with Broken Hill.



wears headphones aloft, tuned his radio to Broken Hill. The flight to the Veldt was only well started when the pilot beckoned the doctor, and pointed to the transceiver at the rear of the cabin. Dr. Kennedy moved over and donned headphones; he talked, paused, and talked again.

A sheepherder or stockman had been thrown from his horse and rolled on.

"Roughly 30 miles beyond the Veldt," the doctor shouted to Pilot Woolcock. "They say there's an old well near-by. Can you land near enough?" The pilot nodded confidently. He knows the country like the palm of his hand.

But first the plane alighted for a hurried call on Judith at the Veldt. Though the storm had subsided somewhat, there was still enough wind and dust for the pilot to ask the sheep station for guidance; he landed amid the bumps and rocks of the pasture field on a "strip" marked by sheets at each end, with the smoke of a rubber-fed bonfire to give wind direction.

Quickly but competently the doctor examined Judith, confirmed his initial diagnosis, gave further instructions, declined tea with regret, and promised to return within a fortnight. Then on to the suffering sheepherder.

Kennedy administered first aid, and the injured man was loaded into the plane. Within an hour he was sniffing ether at a Wilcannia hospital, scores of miles away. The resident doctor there had been alerted by radio from the plane. And though other calls kept the doctor busy for several days, he stayed in touch with Judith's progress through the Veldt's transceiver at daily medical sessions.

When the radio channels are free of medical calls, sets are used for second-priority business: radio telegrams. These average 2,800 a month at the Broken Hill Base—and are an important source of revenue for the State sections of the Flying Doctor Service.

Recently, new services have been added. To look after the welfare of women and children in the isolated regions, the Flying Sisters have started work. At Broken Hill Base, Sister Myra Blanch goes out with the doctor to stand nurse duty or to care for a woman's



4

Neighbors at the Veldt wave as the doctor's plane takes off from the improvised landing strip. The doctor had found his radio diagnosis correct; he promised to return to see Judith's progress in a fortnight.

household when several children are ill.

In the same way, Flying Dentists are on the way. By the nature of their work, dentists are less mobile. But those now at work alongside the Flying Doctors take their gear with them and set up temporary quarters in homesteads for several days' work. Near-by pioneers make their way to them.

In financing the Flying Doctor Service, the pioneer spirit of independence runs deep. The "outback" people don't expect or want charity. They make at least token payments for their medical calls. Australia's Federal Government also recognizes the value of the service, and makes an annual grant to the Service. But the bulk of the funds comes from private donations and legacies. Service-minded Australians engage in money-raising projects for their Flying Doctors. On the rosters of Rotary's nearly 200 Clubs in Australia are the names of many energetic supporters of the Flying Doctors.

All phases of the Service are attracting the attention of other nations where big distances make a health problem. Whether in the cold northland, the deserts of Africa, or the islands of the Pacific, the 16-year-old partnership of aviation, radio, and medicine in Australia is a practical model worth a long look.



5

In the air, Dr. Kennedy gets an emergency call. An injured sheepherder needs medical attention at a ranch in the vicinity.



6

Flown to the nearest hospital base, the sheepherder is carried in for surgery, just one hour after his first-aid treatment.

Australian Official Photos by J. Fitzpatrick

Super Eyes for INDUSTRY

By BENJAMIN MELNITSKY

*Cameras spot trouble,
tutor the engineers,
bring better living.*



A slow-motion picture of a speeding machine shows faulty action.

Photo: Eastman Kodak Co.

IT'S THE FATE of all of us now and then to see a slow movie, a gosh-will-it-never-end kind of picture. Actually, these cinematic "clinkers" only seem slow. There's a type of industrial movie 415 times slower. Such a film showing Jesse Owens doing the 100-yard dash in his record-making 9.4 seconds would be longer than a standard Hopalong Cassidy saga.

The incredibly lethargic movie is but one of an army of photographic techniques now wearing overalls. During a normal workday, the industrial camera puts to shame any number of magicians. With a wink of its shutter eye, it shrinks blueprints from wall to wallet size. It photographs "in-

visible" molecules in the laboratory, then hops a plane and prospects for minerals. It squints at a smidge of flaming steel and, presto, delivers a detailed chemical analysis of the metal. Industrial photography is the factory worker's tutor, the researcher's second right hand, and the white hope of economy-minded executives. In all ways, the camera is a useful, albeit youthful, citizen of the industrial community.

Ten years ago, industrial photography was in its knee britches, playing around with conventional still pictures and an occasional training film. Now it is a precise science, a persuasive means for attaining the desired trinity of

more, better, and lower-cost products for home and industry. At last count there were photographic departments in more than 3,000 U. S. industrial concerns. The largest of these, the one at General Motors, occupies 150,000 square feet of working space and employs a small army of some 500 persons. In a single year it turns out no less than 48 million finished prints.

The photographic section of a Midwest farm-equipment company operates on a somewhat smaller scale. Yet in Tom Clary's eyes, there's no finer camera crew in the whole wide world. "Bolts," Tom explains, "were driving me nuts. . . ." He pauses, then adds smilingly, ". . . until photography

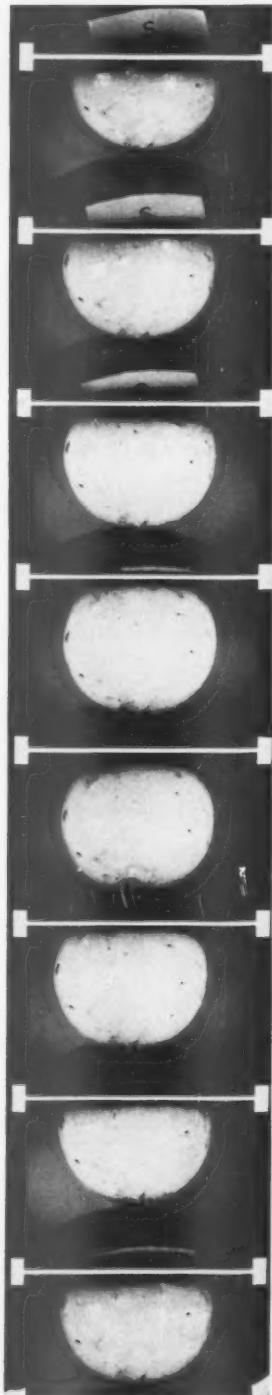


Photo: Eastman Kodak Co.

came into my life." In the shop, making bolts is the job of the cold header.

Maintaining this king-size machine in tiptop running order is Tom's job.

The cold heading machine is no slouch. With a flurry of gears, cams, and levers it chews up reels of steel wire and spits out finished bolts—at a two-per-second clip. A few months ago the cold header went slightly berserk and refused to deliver the bolts which were desperately needed on the assembly line.

Tom was called in and for five solid hours tried everything in the line of repairs, including—when no one was looking—a few swift kicks at the machine's cast-iron sides. But to no avail. Grease covered, thoroughly exasperated, Tom stared into the rapidly operating cold header. "If I could only slow it down," he muttered, "I could see what's wrong." Reading the label on a spinning phonograph record would have been child's play by comparison.

The story has a typical movie ending—a happy one. The machine was slowed down, not actually, but photographically. The photographic department, having heard of Tom's plight, scurried about and managed to borrow a high-speed motion-picture camera. Next morning Tom viewed the completed film. Machine parts which he knew revolved thousands of feet a minute were waltzing around slowly on the screen. "Nothing wrong there," he noted as he saw the steel wire being cut to length and then carried into the forming dies. There was plenty wrong with the next operation. The scrap was not being eliminated properly. The film was still running as Tom dashed from the room. A few rapid adjustments and the cold heading machine was "bolting" its morning meal of steel wire better than ever before.

In conventional movies which picture Clark Gable besting the villain, [Continued on page 54]

The photo sequence at the left shows an 8-pound steel ball falling on a plastic safety hat. The high-speed camera tells designers and engineers just how much bounce the hat has, and where to improve the model.



The circular rim around this hot steel bar is really oil. As revealed by the camera, when a bar is quenched in oil, it "punches" a hole in the liquid—action which is far too fast for the human eye.



The boulderlike object at the left is a spark of house dust; the white blotch is a bacillus which grew as the shutter clicked. . . (Below) A photomicrograph of polished steel magnified 500 times.



Photo: (all above) U. S. Steel Corp.



Photo: Atelje

It is very special delivery in Sandviken, Sweden, not far from Stockholm, when Rotary's International President Lagueux presents the charter to the new Rotary Club in that city. Here he and Club officers receive flags from other Clubs.



*In a dozen languages
from Europe to the Pacific,
Rotarians hail their world President.*

THE star-studded sign that heads this page was raised some weeks back in Calexico—a city of 5,600 on the California-Mexico border. It typifies greetings extended everywhere to a man who in the past year has crossed dozens of world borders—Rotary's international President, Arthur Lagueux.

With his smiling wife, Christine, President Lagueux has just returned from Rotary visits in 13 countries of Europe. Before that came wide travels in Cuba, Mexico, the U.S.A., and Canada. Their last stop was to be Rotary's international Convention in Atlantic City at May's end.

Photos: (below) Cusian; (right) Listed



The ceiling is low and runways slippery, but Christine and Arthur Lagueux receive a warm greeting at Hamburg airport from Club President Lorenz-Meyer.

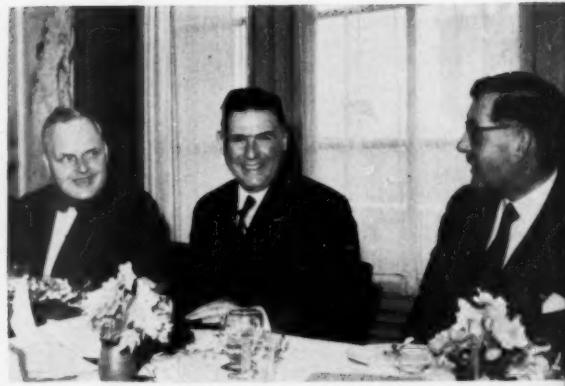


In Copenhagen, President Arthur lays a wreath on the memorial to Danes of resistance movement of World War II.



Photo: Jansson

Festive friendliness greets President and Mrs. Lagueux all along their flying route. In Norway the Oslo Club's 119 Rotarians and their ladies honor them with the gala formal banquet shown here.



Delegates from many Swiss Clubs came to Berne for the Lagueux visit. Here the President is shown with Kurt Kohli, President of the Rotary Club of Berne, and K. Kobelt, Swiss Minister of Defense.



In Mexico City, the President is interviewed over Station XEQ. . . . (Below) He receives noted Cuban cigars from Havana Rotarians.



Photo: (above) Bier; (below) Owen Sound Sun-Times

Travels are wide for President Arthur even when he stays within his spacious Canada. Above, he stuffs Easter seals in Montreal. . . . At right, he accepts an oil painting presented by Past District Governor John Thomson in Owen Sound on behalf of Rotary Clubs of western Ontario.





At the Winnipeg International Goodwill Meeting, President Arthur hoists aloft a bronze statue of a bison, Manitoba's emblem, given to him there.



In St. Petersburg, Fla., he thumbs through the Club's photo album. . . . (Below) He pays short visit to Florida's famous Hialeah Race Course.



Wherever the visit, Rotary's President is asked to sign the city's guest book. Here, it is the Golden Book in Toronto, Ont. Next to him as he signs are Toronto's Mayor McCollum and Rotary Club President Moore. District Governor Arthur Ferguson is second from left.



In Vancouver, B.C., the President gets in a visit with Club President Jeff T. R. Jeffree and Past RI Director Wm. R. Dourey.



Under Western hats in Brawley, Calif., are Rotarian E. T. Kipl, President Lagueux, and Club President Anderson.



Rotary hospitality is everywhere. At left, in Coronado, Calif., Club President Harold Niedermeyer, Mrs. Lagueux, Mrs. Niedermeyer, the President, and Mrs. Watt. . . . (Below) Rotarians in Cleveland, Ohio, entertain the President.



Polar Molar Man

*He joins service
and adventure on
his dental tours
in Arctic areas.*



THREE IS, in every man, the impulse to break loose from conventional ties and to journey into strange lands among strange peoples. Few men make the break. And fewer manage to serve humanity while satisfying that impulse.

Dr. Louis B. Amyot is among those few. A dental surgeon of Schenectady, New York, he cuts home ties once each year, in fact, to sail or trek into the far north of Canada—to minister to the aching molars of the "Mounties," the Hudson's Bay Company people, missionaries of all faiths, and thousands of Cree Indians and Eskimos whose teeth have softened with civilization's foods.

Twice have these annual expeditions taken Rotarian Amyot north of the Arctic Ocean, one of them putting him just 400 miles from the Magnetic North Pole. And judge of what they mean to the people of those wide cold spaces by the fact that one missionary travelled more than 4,000 miles by foot, dog sled, and airplane to get relief from a throbbing bicuspid.

The "Arctic bug" first bit the doctor when he served with the famous Grenfell Mission in Labrador. There his eyes were opened to the desperate need for dental skill. Ever since, in one rôle or another, he has been answering this call of the North. Completing his Winter dental schedule in his home town, he departs each Spring for Montreal or Quebec, then heads north. His most recent trip, one into the southern area of Hudson Bay, was his seventh. On that trip alone he completed more than 500 tooth extractions. And, just as on other expeditions, he found time to do considerable research on tooth decay in cold climes of value to Canadian universities and the dental profession. He travels as dental officer on Canadian Government patrols.

Often he has lived under conditions as primitive as the Eskimos he treats. Travelling with a translator, he has managed to pick up the essentials of the difficult Eskimo tongue. He sleeps in a tent and makes his way from one tribal area to another by plane, dog sled, on

**Unusual
Rotarians**

foot, or by boat. Often he has gone seal hunting with his patients. He has watched the preparation of that Eskimo delicacy: the contents of the stomach of a slain walrus. Just watched, he repeats.

At Chesterfield, on Hudson Bay's western shore, he has established his own free dental clinic. The simply constructed workshop is open to any medical man who wants to use it. Its dental chair often has done double duty as an operating table for tonsillectomies. All his instruments and personal equipment Dr. Amyot carries with him for use in the Chesterfield area. Other equipment is available on the *Regina Polaris*, a converted minesweeper of the Canadian Navy which regularly pushes north.

Dr. Amyot has caught many of his experiences on movie film. When his schedule permits, he shows



Dr. Amyot, ready for another trip to the top of Canada.

these movies to Schenectady Rotarians and to dental associations. It will come as no surprise to you that he is Chairman of his Rotary Club's International Service Committee.

A vigorous 50 or so, he sees a vast change coming over the Northwest Territories. Once the wildest frontier in North America, the isolated outposts of the lonely trappers, the missionaries, and the "Mounties" are being joined by air routes. Journeys which once took weeks now take hours.

As a layman, Dr. Amyot sees great hope for the Canadian north and its people. He has found the Eskimo to be a friendly, helpful man, quick to learn, artistic in his simple crafts using ivory and soapstone, and benefiting from the continually increasing services Canada is extending its wards in these isolated areas. As a medical-dental man, he thinks quite a bit can be done to ease the plaguing pain of their dental ills. All that is needed, maybe, is some more dentists with a little adventure and humanity in their make-up.

—BARNETT FOWLER



"The court ruled that . . . his violation of the ordinance was an act of negligence which led to the accident, and he had to pay \$12,000 damages."

Traffic Laws Bite Twice

DID YOU EVER knowingly violate a traffic regulation because you thought you could get away with it without being caught?

Bert Hains did. He knew he could get away with it because he had been doing it regularly five times a week for months, and this particular day in June was no different from any of the others. When he finished with his truck that afternoon, he parked it in front of a public garage as usual. In spite of a city ordinance which made it unlawful to leave ignition keys in unattended parked cars on the street, he left his key in the switch, so that an attendant could later move the truck into the garage for the night.

Busy on an emergency repair job, the attendant was unable to move the truck for a couple of hours. Meanwhile, a car thief happened along and stole the truck.

A few blocks away he ran over and seriously injured a pedestrian.

Great was Bert Hains' indignation when the pedestrian blamed him for the accident, and sued him for \$20,000 in damages for a broken leg and internal injuries.

"If Hains had not left the key in his parked truck," said the pedestrian in court, "the thief would not have been tempted to take the truck and the accident would not have happened."

Bert didn't agree. "It was the negligence of the thief that caused the accident," he argued. "If the thief had been a good driver, there would have been no accident. He's the man you should sue. It's perfectly ridiculous to sue me. Why should I be held responsible for the poor driving skill of a stranger who stole my truck?"

Though there was undoubtedly some logic to Hains' argument, he had overlooked one small detail,

a detail all too commonly overlooked by motorists: the invisible teeth of traffic violations.

The court ruled that the city ordinance against leaving keys in parked cars was designed to protect the public from the obvious dangers of meddling children and thieves. It held that if the lawmakers had been able to foresee these dangers, Hains should also have been able to do so. By leaving his keys in the car, he had tempted children and thieves to drive off with it. His violation of the ordinance, therefore, was an act of negligence which led to the accident, and he was required to pay \$12,000 in damages.

Nowadays, a great many drivers take the attitude that traffic regulations are enacted mainly for their own protection. But the truth is that these regulations are simply rules of sane driving, which have been given the force

Ever double-park . . .

Or leave your keys in your car?

Read on and you won't.

By WILLIS LINDQUIST



Illustration by Willard Arnold

of law to protect the public from drivers' negligence.

Civil courts, making the most of this, commonly hold that the violation of a traffic law is an act of negligence for which the driver can be held responsible in a civil court. "If a driver causes an accident by exceeding the speed limit, for example," says the United States Court of Appeals for the District of Columbia, "we do not inquire whether his prohibited conduct was unreasonably dangerous. It is enough that it was prohibited. Violation of an ordinance

intended to promote safety is negligence."

In other words, traffic laws have two sets of teeth—the obvious set which can bite out a fine of \$5 or \$10 (this you may be willing to risk if an officer doesn't happen to be near enough to arrest you), and an invisible, lethal set that can snap up your home, business, and bank account and pauperize you for life. Behind every traffic violation crouches the threat of a dangerous civil suit for damages.

It is a threat to which few responsible drivers would willingly expose themselves, and yet, with only a vague knowledge of traffic laws and the real purposes for which they were enacted, these drivers will thoughtlessly continue their violations, not realizing that when they do so they are substituting their own standards of caution for those of the experts who advised our lawmakers, experts whose opinions are based upon a careful study of grim statistics.

Statistics prove that accidents frequently happen as a result of traffic violations. In some States, according to the National Safety Council, 57 percent of the drivers involved in fatal accidents were violating a traffic regulation at the time of the accident. The accidents in which these drivers figured accounted for 70 percent of all fatal accidents. In addition, thousands of these violators paid heavily for their traffic violations in civil courts of law.

In Pennsylvania, for example, a Mrs. Nordic violated the law against double parking on one of those cold, drizzling afternoons in March. She had driven downtown to pick up her husband after work, and, being a bit early, she double parked for a moment and ran into the office building to send word up to her husband with an elevator boy.

Meanwhile, a car turned out to pass her double-parked car. At the same instant a boy started crossing the street in front of her car. He was run over.

Mrs. Nordic was arrested for the traffic violation when she returned a moment later. But that was only a matter of a \$10 fine. That she had knowingly risked.

She had fallen into the common

error of regarding traffic regulations as so much legal nuisance—something that could safely be ignored if a policeman wasn't standing on the next corner.

It had not entered her mind that a double-parked car might endanger the lives of pedestrians. But she learned about that—the hard way—when sued by the injured boy and his parents. It was charged that her violation was an act of negligence which had caused the accident. The boy was awarded damages by the jury in the amount of \$5,000.

Similarly, parking near a corner can lead to tragic consequences. Because a man in Illinois parked too close to an intersection, contrary to law, he obscured the view of a truck driver making a right turn. An elderly lady was run down. The driver of the parked car was held responsible.

Then there's the man who unlawfully stepped on the accelerator when another motorist was trying to pass him, making it impossible for the other to pull back in time to avoid an oncoming car.

There are also the man who failed to stop behind a school bus, and the woman who failed to signal her left turn. And the motorist with the flat tire who didn't draw completely off the highway as required by law because it was daylight and everybody could easily see and avoid him. He didn't foresee what had been perfectly obvious to the lawmakers—that two other cars might happen to meet at that point.

ALL these people paid enormous sums for their violations in civil court. They were all taking chances they wouldn't have taken had a policeman been in sight and, ironically, many of them learned that their own injured passengers carried far mightier clubs than the toughest police.

Commonly overlooked is the fact that injured passengers can and frequently do sue the driver of the car in which they are riding.

This means, for all practical purposes, that the law's keenest eyes are usually right there in your back seat. Your passengers may be friends of long standing, but court records show that civil suits

The Sergeant's Dream

ALTHOUGH Chelsea, Massachusetts, is a community of some 40,000 people and 8,000 homes, almost anyone there can tell you where the Bowens live. This is so because practically the whole town helped build—and recently helped dedicate—the modern white bungalow at 42 Madison Avenue that is the Bowen house.

Behind the community-wide bungalow project is a World War II story that goes back a long way. Jerome E. Bowen, known as "Frankie" to his neighbors, was a newlywed in 1940 when he responded to his country's call to arms. Handy around motors and an experienced truck driver, Frankie proved to be right at home in an Army tank. *Frankie . . .* and became a sergeant in an armored division.

Until one Winter day in 1945, Frankie's wartime luck was good. Then it happened. While leading his tank through a German forest with his body outside the open turret, enemy shrapnel tore away most of his face and left him almost blind. For the next five years he knew nothing but pain, while undergoing more than 50 plastic-surgery operations.

Through these years of suffering and mental anguish, the plucky sergeant never gave up his soldier's dream of returning someday to his lovely wife and to a home of their own. When he did return, his dream came with him. And it might have remained only a dream had it not been for some Chelsea Rotarians who set out to turn it into reality.

Sparked by Rotarian Edward A. McCarthy, a lifelong friend of the Bowen family, the Rotary



Club formed a "Bowen Bungalow Project Committee." The goal was to present to Frankie Bowen and his wife "a new home, complete in every detail." To do so, the Committee directed an appeal to the townspeople of Chelsea—businessmen and housewives, civic organizations and industrial concerns.

The response was immediate. Within 24 hours after the community-wide drive had begun, a deed to property on Madison Avenue was turned over to the Club Committee. As the word spread, local craftsmen—carpenters, painters, plumbers, electricians—offered many man-hours of labor, while dealers in hardware, paint, and household furnishings and equipment donated thousands of dollars' worth of home materials.

As the drive for donations continued, building operations were begun. Ground was broken, and contractors started laying the foundation for a four-and-a-half-room ranch-type bungalow with oil heat, a sun porch, a modern fireplace, and a large cellar. In less than four months after the project began, the house was completed and ready for occupancy. Its installations included an electric range, a modern kitchen sink and cabinet, storm windows and doors, and many other modern household conveniences.

Valued at \$12,000, the bungalow was presented not long ago to Frankie and his wife at a Rotary Club meeting. It marked the fulfillment of a soldier's dream—and revealed the dimensions of a community's heart.



The Bowen bungalow built by some dream builders of Chelsea, Mass.

mark the end of many long friendships.

Traffic authorities hold to the principle that safety is an essential element in man's adjustment to his environment. It is necessary for survival. It involves foresight and interplay of skills, cautions, attitudes, and efficiencies which enable the individual to meet life's demands for safe living. Above all, safe driving depends upon a thorough knowledge of traffic regulations.

Knowing those regulations, understanding them and following them—these are the first duties of every driver. Remember that in civil court it avails nothing to plead ignorance of the law. There are no excuses for carelessness.

Yet, the appalling truth is that a great number of drivers on the highways today do not have more than a cursory knowledge of traffic laws. According to the Highway Safety Conference, drivers have a better knowledge of driving than they do of the traffic laws under which they operate. This, the Conference points out, may be due in part to the fact that the vast majority of communities make no attempt to publish and distribute their traffic laws. It follows inevitably that if the community leaders do not regard their traffic laws as being important enough to merit publication, the drivers themselves can hardly be expected to take them seriously.

If you live in such a community, your ignorance of the law, as well as that of your neighbors, is making your driving hazards far greater than they need to be. Following your example, your sons and daughters—in fact, all the young drivers of the community—will inevitably acquire careless driving habits.

For the protection of yourself, your family, and your friends in your community, these traffic regulations should be published and enforced. You can perform a great public service for your community and your State by lending your support to such a program. New high-speed cars and greater traffic than ever before make such a program imperative. Make the traffic regulations produce the results they were intended to produce: safety and good driving.

ROTARIANS in the NEWS

These nine men of varied interests and localities
have made special marks in their fields.



Eduardo Dibós (right), Mayor of Lima, Peru, trades city keys with J. R. Young, Commissioner of Washington, D. C. He is making plans for the 5th Pan American Highway Congress.



Lewis Allen Weiss, of Los Angeles, Calif., a former radio-network executive, has been named director of the Office of Civilian Requirements in the National Production Authority.



President of the National Association of Manufacturers is William H. Rufin, of Durham, N. C. A textile-mill executive, he is the first native Southerner to head the U. S. organization.



Louis V. Sutton, head of the Carolina Power and Light Company of Raleigh, N. C., is the 1950-51 president of the Edison Electric Institute, a national organization of utility executives.



Appointed Director of the International Monetary Fund is G. A. P. Wever, of Amsterdam, The Netherlands. He is the managing director of Escomptobank for his country.



Past Rotary Director Charles W. Pettengill, of Greenwich, Conn., is chairman of the Conference of State Bar Association Presidents, including groups in all States and many cities.



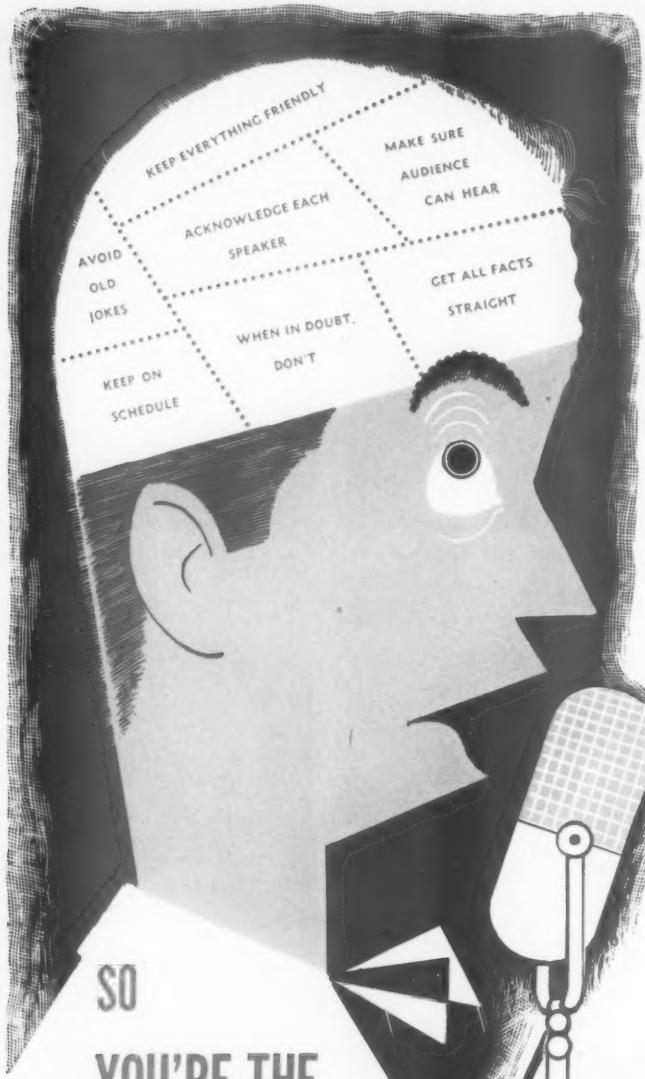
Scott C. Rea, of Sunbury, Pa., has been elected president of the National Association of Chain Drug Stores. The group includes 450 manufacturers and 93 chain drug stores in U. S.



George C. Kyte, of the University of California at Berkeley, Calif., is president of the National Society of College Teachers of Education. He also heads the Phi Delta Kappa fraternity.



Raymond C. Cropper, wholesale hardware dealer and farm-machinery manufacturer of Macon, Ga., has been elected the National Farm Equipment Wholesalers Association president.



SO YOU'RE THE TOASTMASTER

By WM. M. LAMERS
Illustration by Henry Wenclawski

SO THEY hooked you, did they? So they came around the other day and signed you up as toastmaster for the Big Dinner?

Well, this is the season and you are the man for it. This, in a good part of the world, is the Time of the Banquet—the month of the alumni reunion and senior-class supper, the annual church dinner and the Spring "ladies' night." And you, as a member of a service-club group that seems to supply more speakers per square mile than any other organization, will do a good job.

You will do better, I am sure, than the judge did for us a year ago. Everybody in one of the societies I belong to felt pretty lucky to land him as toastmaster for our gala windup meeting of the year. Wise and witty, fluent and mellow, the old jurist would be just about perfect for the job. You should have heard the talk in the hotel corridors afterward.

"I was bored stiff!" was the general tenor of it. The banquet had dragged miserably. The judge had

ambled along dully. The speeches had lacked inspiration and end. The signals had got mixed. "How can the Judge be so poor a toastmaster," a friend asked me, "when he is so good a speaker?"

The answer is obvious. An excellent speaker can be a terrible toastmaster and a mediocre speaker can be an excellent toastmaster—all depending on how much commonsense preparation he is willing to make.

Toastmastering, first of all, is not quite like anything else—not like presiding over a legislative body, lecture room, law court, or church. In the banquet situation, people have come together to eat and to be entertained. The eating is a friendly social act. It breaks down barriers, creates a sense of satisfaction—and also makes for physical and mental indolence. After they've dined, the guests *may* be informed, but they *must* be entertained. So, as toastmaster, you're a combination maestro, chief mixer, traffic officer, coöordinator—and entertainment producer.

Organization does it. Let me organize what I mean as Ten Steps toward Successful Toastmastering:

1. *Prepare for each occasion.* I have seen toastmasters armed with a list of a half dozen sure-fire jokes rush into a dinner, look frantically around, shout, "What's this all about?" and "take off."

Some of the veterans, truth compels me to admit, have done a pretty fair job. As for the rest—well, certainly no sane person would want to risk the hazards.

No, all his life the good toastmaster is on the alert for quips, puns, serious stories, quotations, proverbs, brevities of any kind that are memorable. Then, when the big invitation comes, he finds out well in advance what distinguishes the dinner, who will be present, what the keynote is, what the program, how long the affair should last. Drawing on his fund of bright bits, he then pieces together the whole bright evening down to his own least gesture.

2. *Know your program.* Get it in advance and study it. If you don't, you may find yourself in the predicament of the master of ceremonies who discovered at the

last minute that he had three speakers—two college presidents and a nationally known surgeon—all scheduled for full-length addresses on the same program! The committee in charge had thought it was doing something sensational—putting on a banquet people would talk about for years. By midnight the program was a nightmare. People remembered it all right.

3. *Get the facts straight.* I have been introduced as a farmer and a dairyman although I've never slept a night on a farm and my latest ancestor to own a cow came to the city in 1863. I would be proud to be an agriculturist, but I am not, and to introduce me as such is inaccurate, misleading, and unfair. It suggests an expertness that I lack.

There are ways of checking such matters before the starting time of the banquet. The biographical source books are helpful, but nothing beats a phone call or letter to the participant himself.

4. *Keep to your schedule.* If a dinner is carefully planned to begin at 7 P.M. and to end promptly at 10 P.M., it will end at 10:30 if it begins at 7:30. Seems obvious.

An even greater menace than late starting, however, is the unscheduled feature. When I was toastmaster of a testimonial dinner to a jubilarian college president, I received a note from someone in the audience telling me that one of the president's classmates had come 2,000 miles and should be introduced. The note neglected to say that the classmate was somewhat senile. I innocently called on him for a few words. The words spread into sentences and paragraphs and chapters and the clock ate 40 minutes out of our schedule while we explored most of Central Africa. The rest of the program had to be telescoped. The fault was mine.

5. *Refine those introductions.* Some people think all the toastmaster does is tell a joke, name the speaker, and sit down. How wrong they are! An introduction is a matter of artistry. And beneath the artistry is a basic form: You want your audience to know (1) the speaker's name, so you say it to the audience, not to the

Minute Editorial

GOODWILL . . . \$1.00

By Robert A. Willier
Rotarian, St. Louis, Mo.

AMONG the anachronisms which we see on all sides today is the line still found in many annual reports of corporations: "Goodwill . . . \$1.00."

Executives will tell you that this is merely a protective clause, that it doesn't mean anything unless the business is to be sold. However, in modern-day economics it is difficult to imagine an asset of greater importance to a business concern than goodwill—the goodwill of customers, employees, suppliers, stockholders, government officials, community leaders, and, yes, competitors.

Many case records show quite clearly how cultivated goodwill has paid off. A pottery works in Ohio was burned to the ground. Who rebuilt it? The employees themselves, sold to the hilt on the goodwill which the management had instilled in them over a long period of years.

A Chicago concern had long practiced building goodwill among its customers. About to be cited by the Federal Trade Commission, the concern used its regular channel of communication—letters—to ask customers to express themselves to the Commission as to their feelings about the company. The effect was a clean bill of health and an increase in the prestige of the company.

Goodwill is not self-generating. It results from action. It is not a \$1 item on the ledger. It takes both money and planned action to create goodwill. The company that beautified its property by landscaping, after neighbors had complained about the appearance, had to invest cash in retaining the goodwill of these neighbors.

Business today needs more planning, more direct action, in this field. The elements of a goodwill program begin with the willingness of top management to put the same thought and energy back of this endeavor as it would in starting a new plant or producing a new product.

It is interesting to contemplate how much headway we could make in the critical fight we face with the Godless communism if all businessmen would actively begin to do something about building goodwill toward the American business system which has yielded the highest standard of living ever known.



Illustration by Willard Arnold

He Wrote the Rules

By Dorothy K. Hassler

HE WAS graduated from the United States Military Academy in 1857, fourth in a class of 38 men.

An engineer and a soldier, he travelled widely in the line of duty, leaving behind a series of solid monuments to his career. He built defenses on San Juan Island in Washington Territory, in New Bedford in Massachusetts, and along the California coastline; he designed lighthouses on the Great Lakes; and he developed the harbor and engineered the great sea wall at Galveston, Texas. And, at the age of 86, he died in his home in Owego, New York, a retired brigadier general and Chief of the Corps of U. S. Engineers.

But we remember Henry Martyn Robert not so much for the great engineering monuments which live to his memory, but rather because of his strange hobby.

Asked at one time to be chairman of a community meeting in Massachusetts, he discovered to his embarrassment that he did not know how to preside. Searching for information, he learned to his complete consternation that virtually nothing had been written on the subject. Neither Cushing's *Manual of Parliamentary Practice* nor Thomas Jefferson's *Digest of the Rules of Congress* was, in Robert's estimation, suitable for use by the average citizen.

Schooled in the precision of military life and geared to thoroughness by his specialized training in engineering, young Robert decided to bring some order out of the chaos.

After years of avocational

study, research, and experimentation, he at last prepared a manuscript. With high expectancy he sent it on the rounds of the publishers—but one after another returned it with the similar comment, "It simply is not a popular subject."

Undiscouraged, Robert decided to publish the book at his own expense. Then, in 1875, when the edition of 4,000 copies was ready for the bindery, he made one last approach to a publisher. Like his Eastern colleagues, the Chicago publisher said "No." But this time Robert was there in person to tell about his travels, his research and experimentation, and, finally, he produced his winning argument.

He proposed that 1,000 copies of the book already printed be sent by the publisher to a selected group of editors, lawyers, legislators, and educators for their opinion.

What had the publisher to lose? Nothing, he reasoned, and the deal was made. That publisher received the greatest surprise—and one of the most lucrative titles—of his bookselling career. The book met with instant success. And within four months another edition was rolling off the presses.

So great has the demand for the book been that more than a million copies have been sold, with 50,000 a year still crossing the booksellers' counters.

And so it is that from Canajoharie to Cucamonga, wherever clubs and assemblies meet, they have this one thing in common: *Robert's Rules of Order*—an active monument to the avocation of a great soldier and engineer.

speaker; (2) who or what the speaker is; (3) what topic has been chosen for or by him; and (4) why he comes before this audience at this time.

Simple? Indeed. Would that toastmasters would keep it so!

6. *Don't trespass!* On the speaker's ground, that is. Obvious as this rule may seem, I have heard many a toastmaster virtually deliver a speaker's address for him, leaving him nothing to say.

Furthermore, be certain you do not trespass on the speaker's time. I know a toastmaster who spent 20 minutes introducing a few guests and himself at a luncheon to which a U. S. Senator had been brought from Washington, D. C., to address some 400 top-flight local leaders. When the Senator finally got the floor, he sighed, stuffed his carefully timed speech into his pocket, and extemporized sketchily for 12 minutes. The audience went away disgruntled.

7. *Toast, don't roast.* The "roastmaster" who puts the heat on his speakers, trying to embarrass them so the audience will get a laugh at their expense, is passé. As toastmaster, you are on the speaker's side. Try to make things easy for him.

8. *When in doubt, don't!* Keep it clean, and I say this *without exception!* I remember a banquet where a high official tried to win an audience with some back-of-the-shed humor. Most of the listeners were embarrassed. The speaker merely cheapened himself. Large groups resent talk that might be listened to tolerantly in private.

9. *See to the comfort of the audience.* Make certain, perhaps through the program chairman, that the room will be neither too warm nor too cool nor too stuffy. Also make certain that everyone hears. You do your speaker a favor by telling him that the people in the back of the room are missing what he has to say.

10. *Quit while they still want more.* What is funny to a relaxed audience at 8:30 is pure tedium to a squirming mob at 11:45.

Irvin S. Cobb held that "No speech can be entirely bad if it is brief enough." How about starting your toastmaster's scrapbook with that one? Good luck!

PEEPS

at Things to come

BY HILTON IRA JONES, PH.D.

■ **Coated Kraft.** Relatively new on the market is kraft paper coated with polyethylene film. The polyethylene resin is coated on paper as a hot melt at a temperature of 450 degrees. Polyethylene-coated kraft affords a high degree of protection when used as the inner ply of a multiwall paper bag for shipping hard-to-pack, hygroscopic commodities. It is also used for protective wrapping of frozen foods.

■ **Sky Printing.** A kite balloon with a neoprene bladder which has extra resistance to sunlight and gas fumes has been developed. The new device, which looks like a midget captive blimp, is raised and lowered by means of a nylon line. It uses helium gas for buoyancy and vertical fins provide lifting power. Like a kite it climbs in the wind, but, unlike a kite, it will not nose dive or tailspin because it is actually lighter than air. The gliders are 8 feet long and 3½ feet in diameter. It weighs 1½ pounds.

■ **Safer Steps.** Stair and ladder treads are often made of metal to withstand friction and provide greater strength. However, the treads often wear smooth, thus adding danger of slipping to other perils. A new metal has been developed that is actually abrasive and therefore does not wear smooth. Also, it is strong just where steps need strength—it resists breakage and impact, and doesn't get slippery.

■ **Good Goo.** A quick-setting compound most widely used for sealing threaded joints is suitable for use with a wide range of chemicals and solvents, including aromatic and chlorinated solvents, gasoline, oil, freon, carbon tetrachloride, and benzene. It forms an elastic, rubbery, tough film that flexes with vibration and yet remains smooth and nonporous.

■ **Paper to Rubber.** Paper-mill wastes are a new source for a synthetic-rubber base. By a chemical hocus-pocus, a sulfite paper-pulp waste can be changed into para-alpha-dimethyl-styrene, called "padms" for short. Padms can be used with butadiene to make a superior variety of synthetic rubber.

■ **Wood Finish.** A new wood coating differs from conventional paints, varnishes, and lacquers in that it contains no drying oils or nitrocellulose. It "dries" quickly at room temperatures by polymerization. The coating is about two-thirds as hard as glass. It cannot be pierced with the fingernails and it is practically impossible to penetrate with a coin or similar hard object. A test

panel was subjected to 50 alternate cycles of heating to 100° Fahrenheit for an hour, followed by cooling to 5° Fahrenheit below zero for another hour. The finish is polished to a very high brilliance. It can be used for various technologic purposes, for furniture, for sports equipment, and on boats.

■ **Cinderella Metal.** Titanium, known for 180 years, is just now coming into its own. A large number of experimental alloys showing great promise of structural use where light weight is a factor are now being tested. Previously used primarily as a pigment, titanium is now used in nonstructural parts where high temperature resistance and low weight are needed.

■ **Spuds.** A scientist reports that one serving of potatoes contains as much iron as two slices of enriched bread or half an egg, and one medium-sized potato, boiled in its skin, has as much vitamin C as a small glass of tomato juice. Vitamins and minerals lie close under the skin of the potato, so it should either be eaten or peeled very thinly.

■ **For Travellers.** An American taking an electric device—an iron or a razor, for example—to Europe will find that different countries use different connectors, and the American style will not fit. A new package of four different plugs, however, will provide a fit wherever the traveller may be, and plugs can be inserted as necessary. A 220-volt cur-



Motoring needn't interfere with the baby's schedule. This bottle warmer plugs into the cigarette-lighter socket, heats quickly. It also keeps the bottle cold until feeding time. The plastic cover is fireproof lined and insulated.

rent will, of course, burn out 110-volt gadgets and appliances. There is an adapter that transforms the voltage for electric razors only, but it is not big enough for other things.

■ **Hip Boots.** A pair of hip boots that can be folded into pocket size, yet make a working pair of fishing boots, costs so little as to be a "must" for the average fisherman. The feet are fitted and will be wearable inside shoes. The plastic is not liable to tear, abrade, mildew, or mold.

■ **Fiberglass Bag.** A fiberglass bag with a plastic liner and plastic cover will keep hot foods hot and cold foods cold for as long as 30 hours. It's just the thing for marketing at the freezer—or at the cooker.

■ **Good Luck!** It's said to be seven years' bad luck if you break a mirror, but there's no danger of anything like that with a new wall mirror made of the breakproof plastics now available. You can have clear mirrors or your choice of pastel shades or silver or gold.

■ **Metal Ink.** A new metallic ink that does not rub off is now being used by some publishers. Heretofore, metallic inks were liable to remain damp and rub off—both the metal and the base ink, usually black. The new ink, however, is made of resins that dry to a hard, permanent surface and do not rub off and, further, hold the metal tightly.

■ **Fly Killer.** Because dairymen must fight the horn fly, a pest that spends its entire life cycle on cows, any insecticide used on the animals must not contaminate the milk. An insecticide for dairies that can be sprayed on cows safely and kills all flies is now available and has been approved for dairy barns by the U. S. Department of Agriculture.

■ **Variable Pitch Propeller.** Variable pitch propellers are commonplace on airplanes and some have been installed on ocean liners, but one cheap enough for an outboard motor has been only a dream—until recently. Now it is available, and will give variable speeds forward or reverse, without quick changes of load on the motor. Set in neutral, it will permit the engine to start without loading it.

■ **New Use for Plastics.** A resin-based coating for oil-well casing using a six-coat system that resists abrasion as well as corrosion was placed on 100 feet of a 3,000-foot string in a Texas field. After five months with a daily flow of 100 barrels of oil and 5,000 barrels of water with a high iodine content, sample lengths from the string showed deep corrosion of the untreated pipe and virtually no wear nor pitting of the coated pipe.

* * *

Letters to Dr. Jones may be addressed in care of THE ROTARIAN Magazine, 35 East Wacker Drive, Chicago 1, Illinois.

Speaking of BOOKS

*About personalities and places
around the world—both fact and fiction.*

By JOHN T. FREDERICK

AROUND the world, men and women are reading today as never before. Books are still our best supplement to face-to-face association, as means to that mutual understanding without which the future of our world would be dark indeed.

Surely never before has this mutual understanding been so clearly of vital necessity if all that is best in man's heritage is to survive and to prevail. In this high aspiration, basic in the whole conception of Rotary and emphasized by the conditions of today, books hold a place of increased importance.

Let us look briefly, then, at news of some of these books, before we proceed to closer examination of a few of them. In Britain, *Festival at Farbridge*, the new work of that veteran novelist J. B. Priestley is deservedly a most widely read novel after its serialization in a popular magazine. The humorous side of travel is being relished by readers of David Dodge's *How Green Was My Father*. Admirers of the eminent novelist Graham Greene are finding much of interest in his volume of collected literary criticism, *The Lost Childhood*. Still delighting many readers is Mrs. Robert Henrey's warm story *The Little Madeleine*, a Book Society choice. In the field of books primarily valued for their illustrations, E. O. Hoppé's *Rural London in Pictures* is a favorite.

Reminder of the integral relationship between British literature and that of the United States—never more potent or important than it is today—is found in the appearance in Britain of very many important books from the United States. In a recent number of the London *Times Literary Supplement* I find the best brief essay on the work of Robert Frost I have ever read—a review of the new British edition of Frost's poems.

The Cardinal, by Henry Morton Robinson, a best-seller in the United States a few months ago, is finding many readers in its British edition as well. McKinlay Kantor's fine autobiography, *But Look, the Morn*—a perceptive account of a childhood in the Midwestern United

States—has been announced for publication in Britain.

Both Australia and Britain have editions of Kathleen Fitzpatrick's *Sir John Franklin in Tasmania, 1837-1843*, an ardent vindication of the colonial administrator. Two other studies in Australian biography, recently published in Australia, interest me especially: *Henry Handel Richardson*, by Nettie Palmer, not a complete biography of the great Australian novelist, but a study of the author's life and writings; and *Caroline Chisholm*, by Margaret Kiddle, an authoritative account of the life of one of the great figures in 19th Century Australian history. Nettie Palmer has edited *Coast to Coast*, a collection of Australian short stories of 1949 and 1950. A new Australian book is *Brown Men and Red Sand*, by Charles Mountford, an illustrated account of 11 expeditions into the heart of wild Australia for the study of the aboriginal people. Of books recently published in and about South Africa, Esther Roberts' novel *The Black Spear* deals with the Zulus. The author is a librarian and an anthropologist, and the reviewer in *African Affairs* advises everyone "interested in either a good story or in African life to read it." *The Heritage of Rhodesia* is a short history of Southern Rhodesia, illustrated, and described as "a clean and competent outline." André Siegfried's *African Journey*, published in Britain, is described by the London *Times Literary Supplement* as an "ad-

mirable and impartial political guide-book to contemporary affairs."

Important literary news from Canada is the announcement that Dr. R. McGregor Dawson, professor of political science at the University of Toronto, will write a biography of the late Mackenzie King, former Prime Minister of Canada. Robertson Davies' play based on Canadian history, *At My Heart's Core*, has been recently published in Canada. In reviewing Roger Lamelin's recent novel, *The Plough Family*, the *Canadian Forum* declares that the author has won a place as the "foremost interpreter of French-Canadian life today."

• * *

A fine example of what I meant when I spoke of books that contribute to international understanding is Kenneth Harris' *Innocents from Abroad*, recently published in the United States after earlier appearance in Britain. Mr. Harris was a member of an Oxford Union debating team which, in 1946-47, toured the United States, appearing at 60 colleges and universities in 43 States. *Innocents from Abroad* is a record and interpretation of Mr. Harris' impression of that experience. He was entertained in many homes. He talked with taxi drivers, college presidents, businessmen, fraternity boys. His report of the experience is as readable as a good novel, for it's told in terms of these actual conversations, of incidents of travel by train and plane and automobile, of places and people and events.

Mr. Harris is a shrewd and honest observer; no one pulled any noticeable amount of wool over his eyes. I'm glad indeed that this book was published in Britain. I couldn't ask for a better report to the British reader of what people in the United States are like. But *Innocents from Abroad* deserves very wide reading in the United States as well. Much can be learned from a visitor as open-minded, as friendly, and as candid as Kenneth Harris. I recommend his book most heartily.

• * *

Biographies of H. G. Wells seem to have become a literary staple in Britain since his death: recent numbers of the



Vaughan Wilkins



Hugh Bennett



Kenneth Harris

London *Times Literary Supplement* note no less than three. One of these, *H. G. Wells, Prophet of Our Day*, by a French writer, Antonina Valentin, has appeared in the United States as well. This book emphasizes the remarkable degree to which Wells was an able prophet of coming events, especially in scientific discoveries as applied to warfare (*The War between the Worlds*, etc.) and in European politics. The treatment of Wells' career in this biography is well proportioned and marked by good taste and sound standards.

Paul Ehrlich, a biography of the great German scientist by Martha Marquardt, who was his secretary for 13 years, is an exceptionally readable volume, notable for humor and for lively incidents as well as for scientific accuracy. *Rufus Jones, Master Quaker*, by David Hinshaw, is a fine record of a noble life, largely devoted to furthering the cause of international understanding. Rufus Jones was one of the major figures in establishing the great work which the Society of Friends has done and is doing throughout the world for goodwill among men and the real good of men.

ONLY recently has it been realized that the conservation of mankind's basic resource, the soil, is a world problem which must be conceived and dealt with on global terms. Hugh Bennett, as Chief of the United States Soil Conservation Service, has been a pioneer in this field, and his methods have found international application. The story of his career is told informally and engagingly by Wellington Brink in *Big Hugh*, and the pressing current issues affecting soil conservation in the U.S.A. are clearly stated. This is a book which no reader who realizes the importance of the basic land problem in America should miss.

* * *

I had a big argument recently with a friend about the British film *Tight Little Island*, based on Compton Mackenzie's novel of that name. I said it was one of the best pictures I've seen in years. My friend thought it dull. If a motion picture is made from Mackenzie's new yarn of the same region in Scotland, *The Monarch of the Glen*, I don't see how even my worthy friend could find it dull. Here's a piece of top-flight tomfoolery from cover to cover—real recreation for every part of you but the muscles you laugh with. If you're like me, those will be in steady use. Mackenzie's broad satire is ladled out impartially to Scottish Tories and Scottish Nationalists, to American newly rich and London faddists. I found the porridge delightful.

Two new historical novels—one written in Britain and one in the United States—have given me positive pleasure. Vaughan Wilkins, British romancer

whose earlier books have been best-sellers on both sides of the Atlantic, has written in *The City of Frozen Fire* a tale of a treasure hunt that has something of the charm of *Treasure Island*. It's told from a boy's point of view; and the boy himself, his scholarly Welsh father, and the pedagogue-turned-pirate, Yemm, are as firm and clear in characterization as the narrative of the treasure hunt is robust and fast moving. Incidentally, here's a historical romance without a single bawdy episode or suggestive phrase: a real distinction when so many books of the species skirt or cross the line of indecency.

Praise on the same and other grounds is deserved by *Jenkins' Ear*. The father-and-son writing team of Odell Shepard and Willard Shepard set themselves some big problems in this book. Not only did they essay to go far from their contemporary New England in place and time—to 18th Century Britain; they undertook to present two slightly related narratives (that of the war between Britain and Spain which began in 1739, the "War of Jenkins' Ear," and that of a hypothetical last try for the throne by Charles Stuart, the "Young Pretender") in the form of a serial letter to Horace Walpole! I would have said it couldn't be done, but it has been done, and, for this reader, triumphantly. The portrayal of 18th Century Britain is for me the finest thing in the book: the group of Walpole's friends at Strawberry Hill, the countryside, the London mob. But portions of the war narrative attain a very high intensity of interest and effect; and the characterization of "Parson Blandison" (Charles Stuart) is penetrating and truly dramatic.

* * *

For the many people from many lands who will visit Britain this Summer, the *Blue Guide—England*, edited by the British scholar L. Russell Muirhead, would be an admirable companion. Not only does this pocket-size book give full and authoritative facts about "what to see," admirably arranged; it also gives a great deal of other and very practical information such as I would greatly appreciate if I were to be one of the fortunate travellers: classes and prices of hotels and public conveyances, even a glossary of words and terms the visitor may not understand!

* * *

Books reviewed, publishers, and prices:

Innocents from Abroad, Kenneth Harris (Houghton Mifflin, \$2.50).—*H. G. Wells*, Antonina Valentin (John Day, \$4).—*Paul Ehrlich*, Martha Marquardt (Schuman, \$3.50).—*Rufus Jones, Master Quaker*, David Hinshaw (Putnam's, \$4).—*Big Hugh*, Wellington Brink (Macmillan, \$2.75).—*The Monarch of the Glen*, Compton Mackenzie (Houghton Mifflin, \$3).—*The City of Frozen Fire*, Vaughan Wilkins (Macmillan, \$3).—*Jenkins' Ear*, Odell & Willard Shepard (Macmillan, \$3.50).—*Blue Guide—England*, edit. L. Russell Muirhead (Rand, McNally, \$6.50).

Looking at MOVIES

BY JANE LOCKHART

KEY: Audience Suitability: M—Mature. Y—Younger. C—Children. *—Of More Than Passing Interest.

★ **The Blue Lamp** (British: Eagle-Lion). Dick Bogarde, Jack Warner. London bobbies at work, and in peril. Suspenseful. **M, Y**

★ **Father's Little Dividend** (MGM). Joan Bennett, Don Taylor, Elizabeth Taylor, Spencer Tracy. A sequel to *Father of the Bride*, equally comic, wholesome. **M, Y**

14 **Hours** (20th Century-Fox). Richard Basehart, Paul Douglas. New Yorkers wait as unbalanced youth teeters on high window ledge, debating suicide. Harrowing suspense, convincingly and intelligently presented. **M**

Inside Straight (MGM). David Brian, Mercedes McCambridge, Barry Sullivan. Early-day San Francisco tycoon's ruthless, lonely climb to power—and his descent. Told by confusing flashbacks. **M, Y**

Lullaby of Broadway (Warner's). Doris Day, Billy De Wolfe, Gladys George, Gene Nelson, S. Z. Sakall. Dances and songs of the past two decades in a backstage plot involving an amateur performer and her tippling mother, a millionaire with a paternal interest in the girl's career, and a dancer who loves her for herself alone. **M, Y**

★ **The Magnificent Yankee** (MGM). Louis Calhern, Ann Harding. Biographical film about the late Justice Oliver Wendell Holmes, Jr., often rather coy—but good entertainment. **M, Y, C**

★ **The Mating Season** (Paramount). Miriam Hopkins, John Lund, Thelma Ritter, Gene Tierney. Mistaken identity, genuine comedy in tale of two mothers-in-law. **M, Y, C**

Molly (Paramount). Gertrude Berg, Philip Loeb, Edward G. Robinson. The older Mrs. Berg's comic career participating in typical domestic crises. Disarming comedy. **M, Y, C**

★ **Payment on Demand** (RKO). Jane Cowl, Bette Davis, Betty Lynn, Barry Sullivan. The story of a divorced ex-villain, the self-centered, ruthless wife—until in the end she makes a surprising right-about-face. Convincing performances. **M, Y**

★ **Seven Days to Noon** (British). Barry Jones, Sheila Manahan, André Morell, Olive Sloane. When remorseful scientist threatens to detonate bomb in London one week hence, the city is methodically evacuated. Suspenseful, but not harrowing. **M, Y**

The Thirteenth Letter (20th Century-Fox). Charles Boyer, Linda Darnell, Michael Rennie. Havoc in Quebec village as result of "poison pen" letters. Interesting local color. **M**

★ **Theresa** (MGM). Pier Angeli, Patricia Collinge, John Ericson. Sensitive story of an American G. I. mother-dominated, and the Italian bride he brings home. **M**

Up Front (Universal). Tom Ewell, David Wayne. The Bill Mauldin cartoon characters—"Willy" and "Joe"—thrust in a plot having to do with a leave in Naples. **M, Y, C**



High above his land, contour stripped to retard erosion, Farmer D. K. Stewart (right) views his soil-conservation efforts.

Ohio Farmers Take the Long Look

A Rotary Club takes them aloft for a new view of their acres.

IT WAS great old Ralph Waldo Emerson (I think) who said that if you want a new view of your world just stand up, stick your head between your knees, and look at it from there.

It was some business and professional men in Wellston, Ohio (I was there), who, a year ago now, said to their farmer friends: "If you fellows want a new view of your farms—and of the job you're doing to keep them from washing away—why, come along with us and have a look at them from the air."

Now, every true farmer, and I speak from vast inexperience, knows his own farm rod by rod. He knows its every ravine, rise, fence post, and badger hole. And these Ohio farmers I'm talking about are true ones. Still, though they'd viewed their lands from all directions, practically none had ever seen them from above and as one piece. Now that the Rotary Club of Wellston was offering the chance, they sprang at it.

The way it all started was that the Wellston Club, like other Rotary Clubs

around the world, has a Rural-Urban Committee that works to bring cityman and farmer closer together. Current head of that Committee in Wellston is a lumber dealer named Ralph Krieg. On air jaunts he'd made over his county he'd worried about the strip-mine spoil banks, submarginal land, cut-over timber land, and eroded hillsides he'd seen, and thought that if his farmer friends could get the same picture, they'd want to redouble their conservation efforts. So he sprang his air-tour idea on his Club, the bankers of Jackson County, and a sampling of farmers.

With an enthusiastic okeh from everyone, Ralph and his Club chartered three cabin planes, obtained maps from conservationists, and got merchants to offer a great assortment of prizes.

Widely promoted, "take-off" day brought some 150 flight-hungry farmers and their families to the airport. Present, too, were agricultural experts to accompany the flying farmers.

All day long the skies above Jackson

County resounded with the drone of some 70 flights. The four cooperating banks had sold flight tickets in advance at a nominal fee, and 95 percent of some 150 passengers "went up" for the first time in their lives.

At the end of the day, the airport buzzed no longer with whirling propellers but with the talk of farm owners who had just taken a new and long look at their jobs. Many declared their 20 minutes in the air taught them more than many conservation movies.

For Wellston Rotarians it had been a great day, too. They had become better acquainted with their rural neighbors. They had done something toward solving one of man's basic problems — saving the soil.

Sometimes all it takes is a new view of the same old thing.

—Yours, THE SCRATCHPAD MAN





From a prearranged schedule, a flight steward announces the names of passengers for the next take-off. Some 70 flights were made during the day.



Routing the survey tours on an aerial map of Jackson County are Wellington Rotarians and soil-conservation officials. Each 20-minute flight took passengers over their own farmland and then gave them a birdseye view of the entire farm area.



Before going up a farm owner and his family check the "briefing" board for pointers.



Soon after landing, an 84-year-old farmer tells Chas. Gaskill (left), then Club President, that his flight showed him the need for improved soil management.

Photo: Columbus Dispatch



Panoramic views of soil erosion (left), such as this impressed the landowners with the need for conservation. . . . (Above) Waiting to go skyward, farm owners are entertained by the high-school band. It was a day of fun and fellowship on the ground, profit in the air.

By the Way

ITEMS OF HUMAN INTEREST
ABOUT PEOPLE AND EVENTS
NOTED IN THE ROTARY FIELD

"CRACK! BANG! Another red-skin bit the dust!"

That's the way, you may remember, the dime novels used to jet-propel Deadwood Dick into his adventures. It might be a good way to launch this new department—but we're not going to use it. No, without any fuss at all, we'll just quietly start this "colyum" down the trail . . . pointing out as we go along what ground it will cover.

TO START WITH—. In his *Brave Men* the late Ernie Pyle told of the villagers of Northern France who were so dazed by their liberation that, even after 12 hours, "they could hardly encompass it in their minds. They were relieved but scarcely knew what to do."

In one battered town where Ernie and a few G. I.'s paused, a young farmer "hesitantly and timidly" approached him and, to his amazement, handed Ernie a rose. "I couldn't go around carrying a rose in my hand all afternoon," he explained with typical candor, "so I threw it away around the next bend. But little things like that do sort of make you feel good about the human race." Maybe here and there in *By the Way* there will be some little things that sort of make you feel good about the human race.

"A LAUGH, a sigh, perhaps a tear; something to think about, something to act upon, something to remember"—that's the old home-town newspaper formula Ernie followed in his simple, poignant, and surpassingly popular war correspondence for U. S. papers. Maybe it will be one of the guideposts by this Way. Certain it is that the brightest of the hits that will wander into these two pages each month will come straight from your letters and Rotary Club publications.

WHY AREN'T POEMS written about bridges? Bridges are dramatic and symbolize man's conquest of Nature. They leap into space like soaring strains of symphonic music. Then come back to earth. Robert Frost once wrote a poem about fences. "Good fences," he said, "make good neighbors." But fences separate where bridges unite people. . . .

What brings this to mind is a report in the St. Louis (Mo., USA) *Pepper Box* of a letter received by President Joe Monnig. It came from Rotarians in Arnhem, The Netherlands, and carried a picture of the twice-destroyed, twice-rebuilt bridge across the Rhine there. Dutch Rotarians think it symbolizes the hope and the effort of men of goodwill

which not even wars can squelch any more than Winter does Spring flowers.

VERBAL DOODLING. A table of Rotarians in Long Beach (Calif., USA) were scribbling, and that titillated the nose-for-news of Art Lockhart, *Rotary-gram* scribe. Someone had asked what six words they liked best to see or hear. Art got into the game and kept score. Results:

John Hancock: friendly, joyful, hopeful, affectionate, melody, achievement.

Walt Landis: love, sincere, affection, tolerance, encourage, thrift.

Harry Frishman: peace, peace, peace, peace, peace, peace.

ONE OF NINE Rotarians in Johnson town (Pa., USA) who had passed the threescore-ten mark and were honored at a recent luncheon is Dan Schnabel, 76, who expressed his sentiments with these sensible words:

"When I leave this mortal world and mosey round this earth no more, don't cry, don't weep, don't sob, because I may have struck a better job. Don't buy a large bouquet for which you find it hard to pay. Don't tell the folks I was a saint or anything else I ain't. Now if you have jam like that to spread, just pass it out before I'm dead, and if you have a rose, bless your soul, just put it in my buttonhole when I'm alive, not when I've passed away."

CAN YOU TOP IT? In Dearborn (Mich., USA) for 21 years Rotarians have been doing their singing under the deft time-beating of Edward D. Mosher and to the accompaniment of Pianist Cecil E. Coedy, both professional musi-



Time-Beater Mosher, Key-Beater Coedy
—the music makers of Dearborn, Mich.

cians from the public-school system. Duets are their specialty. Ed is a tenor, Cec a baritone [see cut].

A SALUTE with drumfare to a trio of Rotarians in Richfield, a town of 4,000 population in Utah (USA). A radio program conceived by Educator George Staples, sponsored by Automobile Dealer Arch McKinlay, and put on over KSVC by Manager Bill Warner won third place in the radio-programs division in the 1950 Freedoms Award contest for outstanding contributions to the economic and political freedoms set forth in the U. S. Constitution and Bill of Rights. General Omar N. Bradley made the awards in impressive ceremonies at historic Valley Forge.

SHARP-PENNED Joe Hirschinger, who edits the Quincy (Ill., USA) *Rotary News*, opines that "The only international language that has endured is double talk." Not a happy thought, but . . .

THAT REMINDS. We've asked Ezra Crane in Hilo (Hawaii, USA), but haven't yet had an explanation of the closing paragraph of the official invitation to the District Conference in Maui. It reads: "Official dress for Conference, Aloha Shirts for men, Muumuu's etc., optional for wahines."

THIS IS ABOUT a typo blunder which did some good. In Dallas (Tex., USA) a printer switched names of pastors in church programs. The two gentlemen of the cloth were good sports. They exchanged pulpits that Sunday. The parishioners liked it, so it's the annual custom now.

AS A POET, Kendall Weisiger (Atlanta, Ga., USA) gives up—but not for lack of inspiration. It comes from Johan Adriaan Bedier de Prairie, who is a frail young man born in Java of French and Indonesian parentage. Johan was studying medicine in The Netherlands in 1939 when his father was snatched off to Buchenwald and there died. When Johan's mother passed on two years later, Johan dropped out of school to earn a living for his four younger brothers and sisters. Dutch Rotarians discovered him sick in an attic room on a back street in the town of Laren, and took action. But he's to leave his sanitarium this Summer and with 8,000 guilders supplied by the Rotary Students Relief Fund, fathered by Georgia Rotarians, will resume his study of medicine. That's why Kendall was moved to poesy. But this is as far as he could go:

*Over the waves to the Zuider Zee
Stretches the hand of Rotary
To touch the hearts of men of gold . . .*

HACHIRO YUASA told us about Japan's International Christian University, you will remember, in the March issue. It reminded Jean P. Booth, of Kinston (N. C., USA), who was in Japan as an Army educational advisor, of a "gem of thought" gleaned from

Yuasa at a cherry-blossom-scented Rotary District Conference there last April:

"In all things essential—*Unity*; in all things debatable—*Freedom*; in all things—*Love*."

Jean also treasures memories of the theme song of Kyoto Rotarians, titled *Hoshi no Riso*. Its words, roughly translated, are: "My friends getting together for service, we'll contribute our profession to our State. What we hope

QUOTE OF THE MONTH



HOW much safer it is to prophesy disaster than to venture a hope! . . . If one prophesies disaster and it happens, one has been a true prophet. If it does not happen, one is readily forgiven and may even suggest that but for the warning the disaster would have happened.

—Walter Lippmann (1889—)
American Columnist and Scholar

is everlasting peace for the world! Turning wheel, brighter shining; Be prosperous, our Rotary!"

"The Rotary thrill of my life," says Jean, came when his back-home District 279, of which he is a Past Governor, raised funds to enable his interpreter, Masami Koizumi, to attend the University of North Carolina. This young Japanese has already been scheduled to speak to most of the District's 39 Clubs.

BEST STORY from the flood districts in Minnesota this Spring is about the chap who was rescued by boat from his floating house. "Reminds me," he said, "of what the charwoman said during the air attacks on London: 'This bombin' sure takes yer mind off the war!'"

WHAT'S YOUR best Rotary story? There ought to be hundreds of good ones. Better, for example, than the one about the chap who sought membership with the classification of: *Antique furniture, manufacturing*. . . . Or the solution found by a Club Board of Directors to a dilemma when a bishop moved to town and let it be known that he'd like to be a member, as was the local clergyman of his denomination. The Club's top men wrestled with the problem, then came up with these classifications: *Religion—wholesale and Religion—retail*. . . . Next?

THANKS to alert Ken Van Sciver, Rotary Club Secretary (Larchmont, N. Y., USA), we can identify as a Rotarian the distinguished veterinarian Dr. Maurice E. Serling. He was featured in a recent *Reader's Digest* article as the

man who while experimenting with deodorizers for dogs discovered the effectiveness of chlorophyl for humans. You can now buy chlorophyl tablets at any drug counter and they're guaranteed—but whoa!, this isn't intended to be that kind of plug. Anyway, Ken says that when Maury recently addressed fellow Rotarians, he'd received letters of inquiry from places as remote from Larchmont as Singapore.

NEWEST MEMBER of the Rotary Club of New Westminster (B. C., Canada) is a Chinese merchant whose name is listed in the telephone directory as Cheung Hee, but is known to Rotarians as Johnny. . . . And Da-hee-bee, the name of a Rotarian in Hominy (Okla., USA), is translated as Deer-Who-Suddenly-Arises. He's a full-blooded Indian, recently elected chief of the Osage tribe. We don't know how fellow Rotarians address him, but presume it's Warren or Paul, because for non-Indian purposes he's Warren Paul Pitts.

HERE'S AN IDEA for anybody: Print up penny postcards with the name of your member of parliament or congress on one side, and on the other a form with space for sender's name, address, and reasons against or for a controversial proposal. Then pass the cards out freely. W. D. Molitor, who is an advertising man in Grand Rapids (Mich., USA), originated it.

DID ROTARIANS START the Community Chest? We thought evidence pointed that way when William P. Powell, now of Northampton (Mass., USA), wrote of an experience he had while President of the Club in Saginaw (Mich., USA) back in 1914 or 1915. He led a group that raised money for the YMCA and other welfare groups—successfully, it should be added. . . . We've checked up and learn from Community Chest headquarters that the honors are split among Denver (Colo.)

and Cleveland (Ohio) and Rochester (N. Y.). Back in 1887, Denver pioneered with joint-fund raising for local health and welfare services. In 1913, Cleveland staged the first drive along modern "Chest" lines. In 1918, Rochester contributed the name "Community Chest."

ROTARIANS IN EVANSTVILLE (Ind., USA) have a memory that reaches across the Atlantic, at least. Recalling their pleasure when Miss Nancy Vickers addressed them while an exchange teacher from Bishop Auckland, England, they contributed a handsome purse when they learned that since her return home she had the misfortune to lose a limb. It purchased a fine dressing table set in petit point and gilt. Judging from letters, it's hard to say who appreciates the courtesy more—Miss Vickers or Rotarians of Bishop Auckland.

DID YOU KNOW?

—It would take nearly 30 years to visit every Rotary Club in the world, assuming you'd visit five a week? And that if Rotary were to grow during the next 30 years as it has since 1921, you'd be 23 years behind catching up on the new Clubs?

—Rotary Conventions have become so well attended few cities in the world can board & room 'em? That maybe 15,000 will register at the Atlantic City reunion this month?

—It's the custom of Rotary Clubs in Brazil always to precede a meal by a flag-raising ceremony? Usually the flag is a tiny one on a miniature flag-pole at the head table.

THERE'S A SMILE in one of Jack Leyda's recent *Governor's Monthly Letters*. Right at the top of a list of good-attendance records in Arizonaland is the baby Club at a place called Show Low.

That Spells R-O-T-A-R-Y

IT'S an old, old idea, this "service above self" about which we Rotarians talk. And how often we've heard of a non-Rotarian doing a good deed and commented, "That's Rotary!"

Let's share such stories. Send yours in. If it's used in this monthly box, we'll send your Club a \$5 check for any of its activities you designate. Here's one to start:

THE world's greatest violin maker was Antonio Stradivari, who lived in Cremona in Italy more than a century ago. His fiddles are worth an Iowa farm today, yet even in his time they commanded top prices. But when he grew old and his eyes began to fail, he refused to put his name on his product.

"Why?" asked his son. "A little flaw won't be noticed by anybody." Old Antonio shook his gray head.

"You may be right," he said, "but I would know my name is there on the violin and I would feel guilty—using my name and reputation to sell something inferior."

Youth Sees Anew a Nation's Way Each week for several months the high school in TULARE, CALIF., has been visited by local Rotarians who come with a purpose: to help senior classmen acquire a better understanding of all that is implied in the phrase "The American Way of Life." To do this, Rotarians have been conducting a series of classroom lectures, showing motion pictures, and providing reading material about American business, free enterprise, Government, and other subjects chosen to achieve the program's goal. A recent lecture series had different Club members appearing each week before six senior classes. Augmenting the talks was an essay contest on the "American way," with a first prize of \$25 and four others at \$5 each.

Canadian Students Look at Canada In Canada, too, democratic processes and the "Canadian Way of Life" have been getting thoughtful attention from students and teachers alike. As planned by the sponsoring Rotary Club of OTTAWA, ONT., CANADA, the program was organized to bring secondary-school students and elementary-school teachers to OTTAWA to observe the Canadian Parliament in session and to tour the capital city. Rotary Clubs throughout Canada were to cooperate with the OTTAWA Club by selecting students in their respective communities for the trip to the capital.

News Bits from Italy Pointing up the interest of Italian Rotarians in extending educational opportunities in their communities are recent activities of the

Rotary Clubs of AREZZO, L'AQUILA, and REGGIO CALABRIA. In AREZZO the Club donates 12,000 lire annually to the scholarship plan of District 87, while the L'AQUILA Club directs its efforts toward stimulating academic excellence by offering prizes to students in several local schools. In REGGIO CALABRIA needy students are aided financially by the contributions of the local Club.

Destitute families get attention, too, from Rotary Clubs in Italy. The PADOVA Club has earmarked 100,000 lire to help the needy, and the Pisa Club has donated 160,000 lire to several local charitable institutions. The Rotary Club of TORINO also is active in local welfare work.

'Twas a Big Night in the Valley! A colorful event in the Rio Grande Valley in Texas is the All-Valley Mid-Winter Fair sponsored by the city of HARLINGEN, TEX. One night of this week-long celebration is taken over by the HARLINGEN Rotary Club, and is called All-Valley Rotary Night. The recent "Night," held for the second year, featured the presence of the Burgomaster of HARLINGEN, THE NETHERLANDS, and some 350 Rotarians from 11 Clubs in Texas and three in Mexico. Barbecued chicken gave the evening added flavor.

Youth, Age Served in Britain Leading off this "roundup" of Rotary activities in Britain is the SLOUGH Rotary Club, which regularly assists in the upkeep of a Rotary boys' house operated by the Clubs of Districts 6, 10, and 17. Located in WESTON-SUPER-MARE and built to accommodate 35 boys, the house is maintained

to give deserving youths healthful and fun-filled holidays. The SLOUGH Club can send two boys each month to the home by paying for their board and lodging.

In DEWSBURY, ENGLAND, not long ago a meeting of the local Rotary Club proceeded in the usual way, except for one new note: it was recorded on wire so that Rotarians across the Atlantic in FAIRBURY, NEBR., might later "attend" the meeting through the magic of an electrical recording. The FAIRBURY Club had previously sent a recording of one of its meetings to DEWSBURY, and the British Club was reciprocating.

In MARGATE a series of three-minute talks is being given by members on Vocational Service aspects of the Rotary program with a view toward promoting study of the points covered. In furthering Community Service, the Club held a tea party for elderly people that was a great success.

Gift Displays in Japan, where the serving of tea follows a ceremonial pattern, the Rotary Club of GIFU recently gave Americans stationed at a nearby camp an opportunity to observe the ceremony. At an exhibition of the tea ritual conducted amidst beautiful floral arrangements, the Club hosted several guests from the United States.

Many Nations Meet in Madison Each year from lands around the world come students to the University of Wisconsin in MADISON. And not long after they arrive they learn this fact: Though they are far from home, they are not without friends. The MADISON Rotary Club sees to that. For example, during the current school year some 500 overseas students are enrolled at the University, and the Rotary Club extends a friendly hand to all. Annually it entertains them at a festive evening dinner, and throughout the year individual students are selected to attend Rotary meetings not only in MADISON.



At their library's weekly story hour, children of New Kensington, Pa., will be entertained by this phonograph donated by the local Rotary Club. Here Francis M. Howell, Club President, presents the gift to Librarian Tyrrell.



For a library in Newcastle, Australia, came some 400 books from Rotary Clubs around the world in response to an appeal by the local Rotary Club. Shown admiring some of the volumes contributed are Newcastle Rotarians.



With a friendly handclasp, a beaming soldier thanks a Kyoto, Japan, Rotarian for his visit to a local military hospital. Rotarians highlighted the occasion by bringing a university choral group to sing for the servicemen.



Photo: Raja Deen Dayal

A living frieze—in India. Performing the "Dhoby" or washerman's dance, these entertainers delighted Rotarians at a District-

wide meeting in Hyderabad. A Rotarian's wife directed the costumed dancers, many of whom were Rotarians or their wives.

ison but elsewhere in the Club's Rotary District. When students are asked to speak at Rotary meetings out of town, one or more MADISON Rotarians usually provide transportation. Frequently, too, they are guests in Rotarian homes, especially during holiday seasons.

News Links Alps "News travels fast" and **Tall-CornLand** goes an old saying, but in CHARLES CITY, IOWA, news travels far. At least the *CHARLES CITY Daily Press* does. Recently 57 copies of the *Press* travelled across the Atlantic Ocean to NEUCHÂTEL,

VILLE, INDIANA, for example, children's eyesight gets the attention of the local Rotary Club. Through a memorial fund, it finances eye tests and the furnishing of glasses for youngsters of needy families. . . . The feet of school children are cared for in LANSING, PA., through a foot clinic operated by the local Club. . . . With the co-operation of the State health department, the BREVARD, N. C., Rotary Club sponsors a tonsil clinic that cares for some 80 children a year.

In Israel the Rotary Club of TEL AVIV-JAFFA demonstrated its interest in youngsters by donating £300 (Israeli) toward the erection of a home for crippled children. . . . In Canada the Rotary Clubs of ST. JOHN'S, NFLD., and NEW WESTMINSTER, B. C., maintain Summer camps for boys and girls of their respective communities.



Do clothes make the "he-man"? Well, these Pittsburgh, Pa., Rotarians "sure do" look like Texans. They are (left to right) Oscar Olson, Club President Geo. H. Dennison, and S. P. Stallworth, and they're helping the Pittsburgh Club commemorate "Texas Day" (see item).

SWITZERLAND, where they were read by the 57-member NEUCHÂTEL Rotary Club. Friendly relations between these Swiss and Iowa communities is attributable to Donald Swartz, Rotary Foundation Fellow, of CHARLES CITY, now studying at the University of Neuchâtel. His visits to the NEUCHÂTEL Club so stirred the interest of Swiss Rotarians in his home town that they requested news and photos of the community. NEUCHÂTEL planned to send copies of its newspaper to its friends in Iowa.

Help Children? By gearing aid to local needs, Rotary Clubs range wide in their activities for children. In EVANS-

A Bit of Texas The largest State in the U. S. became larger not long ago when it gained one acre of Pennsylvania territory—but for only an hour. This expansion of Texas took place when the Rotary Club of PITTSBURGH, PA., joined in celebrating a Texas holiday (see cut). To make the occasion "a fitting one," the Governor of Pennsylvania proclaimed the site of the PITTSBURGH meeting to be Texas soil for one hour. The Governor of Texas accepted title to the land, and Texas Rotary Clubs sent 100 dozen tamales, flags, a "10-gallon" hat, and other Texas commodities to authenticate the occasion.

Rangeley Lifts Bushel Off Light Situated on Rangeley Lake near the New Hampshire-Maine border is the resort town of RANGELEY, ME. Its popularity with vacationers—already great—is due for a boost resulting from a stepped-up advertising program now underway with the sponsorship of the RANGELEY Rotary Club. To augment the town's tax-paid promotion program, the Rotary Club organized the Rangeley Lakes Publicity Bureau and employed a full-time executive secretary to manage it. In addition, the Club is sponsoring a motion-picture lec-

ture tour throughout Eastern States to make the vacationland facilities of the region better known. The bureau's plans also include a newspaper-publicity program and extensive promotional work among travel agencies located throughout New England.

Home, Sweet Home When Rotarians of **Away from Home** HENDON, ENGLAND, sat down recently at their annual luncheon for overseas students, they counted 22 nations represented by their 30 guests. Each student was given an identification badge, and individual introductions opened the way for closer understanding and friendship between students and hosts. Souvenir menu cards also carried the names of the young people, their homelands, and their field of study.

From Michigan State College came five overseas students recently to present an International Service program at a meeting of the Rotary Club of ISHPEMING, MICH. The students represented India, Burma, China, Iraq, and Puerto Rico. . . . The Rotary Club of ROCK HILL, S. C., also entertained an international group recently when it had as its guests from Winthrop College ten overseas students from Brazil, Panama, China, Puerto Rico, Estonia, Sweden, and Japan.

\$6,000 Rounds In LENOIR, N. C., is the Caldwell Memorial Hospital, a new institution built with funds largely raised by the people of LENOIR themselves. When the furnishing of new divisions of the hospital faced its officials, additional funds came forth from the townspeople once again. This time it was the LENOIR Rotary Club, which presented the hospital with \$6,000 for needed equipment.

A Magazine Roundup . . . And it starts off with **THE ROTARIAN**. In BOSTON, MASS., Rotarians bring back issues of **THE ROTARIAN** to Club meetings for distribution to schools, hospitals, and other institutions. . . . The Rotary Club of LEXING-

TON, Ky., also widens the readership of Rotary's official publication by distributing copies to schools and hospitals. . . . In TIMARU, NEW ZEALAND, Rotarians received mimeographed notices from their Club Secretary recommending that THE ROTARIAN be regularly sent to others—not discarded after reading. The bottom half of the note was a detachable slip on which the member was to write the name and address of someone who might like to receive the magazine.

A magazine project whose scope includes many publications is that initiated by the KLAMATH FALLS, OREG., Rotary Club. Living in a county some 6,000 square miles in area, KLAMATH FALLS Rotarians thought about the hundreds of school children and adults in scattered rural communities and logging camps who depend upon the county library bookmobile to serve their reading needs. In addition to the books carried by the library-on-wheels, Rotarians

and parents were invited too. . . . In TACOMA, WASH., the Rotary Club sponsored a two-day circus for local Boy Scouts with the cooperation of Scout officials.

Patsy Walks and a Memory Lives

In LEBANON, KY., a little girl named Patsy is walking again, and she owes her good fortune to the LEBANON Rotary Club and an unknown friend in ROCHESTER, N. Y. Taken from the beginning, the story goes like this: In memory of a LEBANON Rotarian who passed away, a ROCHESTER business associate of the deceased sent the LEBANON Club \$100 "to be used for some worthy purpose." Alert for that worthy purpose, the Club saw it in the person of 5-year-old Patsy, crippled by illness and weighing only 20 pounds. Her family unable to provide needed medical care, the Club arranged for hospitalization, after explaining to hospital officials the extent of the Club's financial assistance. Following six operations Patsy returned home and not long ago at a Rotary party she walked among Club members, her arms filled with gifts of clothing and toys. In this act of helpfulness the hospital shared too: it accepted the Club's \$100 as payment in full of its bill for \$700.

Bear Steak—with the Growl

Not long ago members of the Rotary Club of GENESEO, ILL., divided themselves into two groups: the "Bears" and the "Lions." The purpose was to wage an attendance contest. When the "Lions" were proclaimed the winners, the "Bears," logically enough, offered to give the victors a bear-steak dinner. On the day of the dinner there was plenty of bear meat to be had—but it was caged and growling (see cut). The losers had bought a live bear through the Rotary Club of DULUTH, MINN., but the winners didn't seem interested in that kind of bear meat. Instead they ate beans.

Add New Knot in Overseas Tie

Relations between the Rotary Clubs of ST. ALBANS, Vt., and ST. ALBANS, ENGLAND, have long been close, but now are closer. It all began about two years ago when a resident of the Vermont city, while travelling in Britain, paid a visit to the ST. ALBANS Club under the sponsorship of her

decided to furnish magazines for circulation in these remote areas. With the plan now in operation, Club members bring to weekly meetings magazines that are bundled and delivered to the county library for distribution. Thousands of publications have thus been placed in the hands of readers in schools, hospitals, and homes along the byways of the county.

Scout News Is Good News

Do Boy Scouts get a helping hand from Rotary Clubs? Read on for a partial answer: In FORT COLLINS, COLO., the local Air Scout Troop has adult leadership aplenty, and it all comes from the membership of the Rotary Club. Recently the Scouting Troop was entertained by the FORT COLLINS Club. . . . Not long ago the SPRINGFIELD, SO. DAK., Rotary Club had reason to feel extra proud of the 32-member troop it sponsors when Eagle Scout badges were awarded to six members of the troop. Two Rotarians serve as Scoutmasters.

An annual Scouting high light in PECKSKILL, N. Y., is the dinner the local Rotary Club gives for Troop 42. At the recent gathering 45 Scouts were feted—



"Here, Bill, you deserve it," says Allan White (left), President of the Columbiania, Ohio, Rotary Club, as he presents the Club's annual 4-H award to William Rymer, this year's winner.

home-town Rotarians. Recently the bond between the Clubs grew firmer when the badge of the H.M.S. ST. ALBANS, one of the 50 destroyers transferred to the British Government by the United States during World War II, was presented at a Rotary meeting to the city of ST. ALBANS, Vt., by a British consul general. The proceedings were recorded and sent to the British Rotary Club whose name the valiant destroyer bore.

25th Year for 32 More Clubs

In many parts of the Rotary world 32 Clubs will celebrate their 25th anniversaries during June. Congratulations to them! They are Carrollton, Ky.; Sharpsburg-Etna-Aspinwall, Pa.; Cloverdale, Calif.; Blakely, Ga.; Maidenhead & District, England; Penge, England; Mill Valley, Calif.; Linton, Ind.; Leesburg, Fla.; Toppenish, Wash.; Shickshinny, Pa.; Bradenton, Fla.; Menasha, Wis.; Vero Beach, Fla.; Shelby, Ohio; Verona, N. J.; Attica, Ohio; Georgetown-Millsboro, Del.; Parramatta, Australia; Cremona, Italy; Lausanne, Switzerland; Leiden, The Netherlands; Gisborne, New Zealand; Garrettsville, Ohio; Canal Fulton, Ohio; Painesville, Ohio; Rocky Ford, Colo.; La Ferla, Tex.; Shrewsbury, England; Littleton, N. H.; Jersey Shore, Pa.; Swindon, England.

When the Rotary Club of GARNETT, Kans., celebrated its 25th anniversary recently, some 250 Rotarians and guests

Photo: U. S. Marine Corps



Surrounded by members of the Charlotte, N. C., Boys' Choir are two of the U. S. Navy hospital patients entertained at Camp Lejeune, N. C., by the choral group. The youthful singers put on a musical show sponsored by the Kinston, N. C., Rotary Club.

were present to mark the occasion and pay tribute to five still-active charter members.

Highlighting the 35th-anniversary celebration of the Rotary Club of Joplin, Mo., was the unveiling of a bronze plaque engraved with the names of the Club's 37 charter members, five of whom are still active Rotarians.

Presented by their ladies, Rotarians of Oldham, England, received a hand-somely designed Rotary wheel on the occasion of their Club's 21st milestone. Adorning the wheel were replicas of London's St. Paul's Cathedral and New York City's Empire State Building.

Special honors were paid two charter members, still holding active membership, when the Rotary Club of Red Springs, N. C., celebrated its 25th year recently.

Sons-Daughters Take Spotlight Proud smiles were much in evidence at meetings held by three British Rotary Clubs recently—and for a good reason! Present were sons and daughters of Club members enjoying special "days" set aside for them by their Rotarian dads. At the "Our Sons' Day" of the Chesterfield Club were 19 sons, one grandson, . . . The Liverpool Club's "Sons' Day" was felt to be the right time to answer the oft-asked question: "Dad, what is this



This high-hatted "hot dog" vendor is Rotarian M. A. DuRant, a minister in Marianna, Fla. He's selling his wares at a circus brought to town (see item) by his Rotary Club for the entertainment of some 4,000 school children.

Rotary idea? It was planned to emphasize the importance of fellowship in Rotary. . . . In the Darby-Lansdowne Rotary Club, the occasion was broadened to include both sons and daughters.

Newton Touches Many Lands Studying at Bethel College in Newton, Kans., are a number

of overseas students, and the local Rotary Club is making the most of their presence to help further Rotary's Fourth Object. Recently the Club had as its guests six of these students: two from Germany, one a European refugee, and three from Costa Rica, Poland, and Paraguay. Now a plan is in operation that will bring each student to Club meetings for a two-month period. Going further afield in International Service, the Newton Club is also distributing Ro-

tary's *Report on U. N.* to high schools and colleges in its county.

Jottings from Sports Front

Behind the Maysville, Ky., Rotary Club's 100 percent contribution to the Rotary Foundation is a story about a basketball game and some hard work. The game was played by two college teams, the hard work done by Maysville Rotarians. Here are the facts: For three years the Maysville Club has sponsored college basketball games locally. Proceeds from a recent

Photo: Toronto Globe and Mail



Raising the Toronto, Ont., Canada, Club's total donation to a children's hospital to more than \$108,000, Club President Lloyd Moore (right) presents hospital chairman R. A. Laidlaw a \$6,500 check and bonds worth \$50,000.

game, totalling \$500, were earmarked for the Rotary Foundation. All ticket selling, advertising, and ushering for the event was done by Rotarians.

When Piqua, Ohio, had its first high-school championship basketball team this past season, the local Rotary Club felt the occasion should be properly celebrated. And it turned feeling into reality by feting the championship players, inviting other local service clubs to join in the affair, and by featuring as the speaker the University of Kentucky's basketball coach. . . . Basketball players of Hall County, Neb., came in for attention too when Grand Island, Neb., Rotarians donated medals for each member of an all-tournament team chosen from players in county-wide tourney.

It's basketball news again—this time from Holyoke, Mass. There the Rotary Club sponsors a team that was sent to Rome, N. Y., to participate in a cage tourney. . . . This time it's football news from Hastings, Fla., where the Rotary Club donated \$240 to the local high school for the purchase of gridiron uniforms and equipment.

Marianna Brings a Circus to Town Tops among entertainment for children is a circus, and that's what Rotarians of Marianna, Fla., had in mind when they brought the Florida State University student circus to their town. Free to all school children of the county, some 4,000 youngsters saw the clowns, acrobats, aerialists, and other acts—and some 1,300 adults bought tickets "just to bring the children." MARIANNA Rotarians arranged



Photo: Tipton Tribune

A \$1,221 check is passing from Richard Cochran (right), President of the Tipton, Ind., Rotary Club, to Russell Martin, local hospital chairman. It pays cost of hospital's waiting room furnishings. Other Rotarians look on.

transportation for the circus, set up lighting equipment on the grounds, and sold soft drinks and refreshments (see cut) to the audience. After meeting expenses of the circus troupe, the Club netted more than \$700 for its children's toy fund, scholarship activities, and the annual "Kiddies Night" banquet which it sponsors.

'Twas a Smash Hit In theatrical jargon, that's the best way to describe the variety show recently presented by the Saranac Lake, N. Y., Rotary Club. It was a smash hit, theatrically and financially. With an all-Rotarian cast, the show featured such stage delights as a violin performance by the Mayor, a "sister" act, and the singing of an "octette—plus one." From ticket selling to ushering, Club members did all the work. And when it was all over and the receipts counted, the Club's Student Loan Fund netted some \$1,200 for its increased activity.

Geneva Reviews Its Loan Fund Not long ago the Geneva, N. Y., Rotary Club turned its collective eyes upon the 22-year history of its Student Loan Fund, and into view came some interesting facts. The figure \$14,164 was seen as the total amount



Photo: Waukesha Times-Press

Champions of District 210's bowling tournament, these Rotarian keglers of Waukesha, Wis., give their team captain an encouraging pat on the back. Held in Hartford, Wis., 50 Rotary Club teams participated in the tourney.

Personalia

'BRIEFS' ABOUT ROTARIANS,
THEIR HONORS AND RECORDS.

Repeated History. If some members of the Rotary Club of Leavenworth, Kans., had a "this-is-where-we-came-in" feeling a few weeks ago, it was quite understandable, for on the recent 35th anniversary of their Club's organization, the charter ceremony was reenacted. ROBERT STONE, of Topeka, Kans., presented the charter as he did as District Governor in '26.

Fifty Summers. Five decades of married life have brought many a memory to ROTARIAN AND MRS. GEORGE H. TOMLINSON, of Evanston, Ill. And to cap the memories has come their golden anniversary celebrated a number of weeks back. . . . In Clay Center, Kans., some 250 neighbors re-



Anniversary celebrants: the Hannas.

cently called on ROTARIAN AND MRS. RAY E. HANNA [see cut] on their golden wedding anniversary.

Fine Feathers. Clothes don't make a man a successful chicken raiser. That's the gist of what LOUIS A. WALKER, of Rockland, Me., calls a "completely Rotary" article by EBEN WOOD in a recent issue of *Everybody's Poultry Magazine*. It tells about a snappily dressed chap who thought the big idea in business is to make money regardless of ethics. He failed. A less flashy contemporary with different notions, however, got along pretty well.

Rotarians Honored. One of the most gratifying rewards for service is a sincere tribute from one's neighbors. The people of Winchester, Va., recently paid just such a tribute to DR. BENJAMIN B. DUTROS, who has served his community for 35 years of medical practice. It was "Dr. Duttron Day" for the entire county. . . . About the same time, in Littleton, N. H., the citizenry turned out to thank JOHN B. EAMES for his community work. A full program made it "John B. Eames Appreciation Day."

New directors of the recently organized Copper and Brass Warehouse Association include JAMES H. KING, of Pikesville, Md., and WILLIE OSBURN, of Oakland, Calif., a Past District Governor of Rotary International. . . . For their leadership in Boy Scout work, Silver Beaver Awards have been given HARVEY J. RAY and C. RUSSELL RALPH, of Topeka, Kans. . . . When J. L. C. BEAMAN, Benavides, Tex., newspaper publisher, was honored by the local Merchants Association recently, making the award of a bronze plaque was J. R. DE LEON, charter President of the Rotary Club of Benavides. . . . TYRRELL M. INGERSOLL, of Cedar Rapids, Iowa, is now serving as president of the Iowa Bar Association. . . . ROBERT S. MCCOLLUM, of Denver, Colo., was named one of the ten outstanding young men of 1950 by the United States Junior Chamber of Commerce.



Ingersoll

Service Score. Rotary Club Secretaries have so many records to keep that it's only too easy for them to overlook the records they themselves pile up. Take, for example, ALLEN L. MOORE, Secretary of the Rotary Club of Fairmont, Minn. He can now score off a quarter century as Club Secretary.

'King of Brown Gold.' How to make steppingstones out of stumbling blocks was told recently in a Sunday feature of the Nashville *Tennessean*. It cited the career of H. D. RUHM, a charter member and Past President of the Rotary Club of Columbia, Tenn. Seems that a wrecked railroad career and the panic of '93 (which cleaned his pockets to \$1.73) were the first steps toward ROTARIAN RUHM's becoming one of the leading figures in the phosphate industry. The *Tennessean* dubbed him the "King of Brown Gold."

Rotarian Authors. Readers of the debate-of-the-month on legalized gambling in the May issue of *THE ROTARIAN* may pursue the subject further in a new book by VIRGIL W. PETERSON, operating director of the Chicago Crime Commission, who took the negative side of the debate. It's titled *Gambling, Should It Be Legalized?* (Charles C. Thomas, Springfield, Ill., \$2.75). . . . THOMAS T. ALDWELL, of Port Angeles, Wash., informs the Editors that his autobiographical story of conservation in the Olympic Peninsula, *Conquering the Last Frontier*, was repriced by the publisher (Superior Publishing Company, Seattle, Wash.) at \$3.50, instead of the originally announced \$5.

loaned to 54 students since 1929. At present the fund has \$3,557 outstanding in loans to college students, nine of whom are currently pursuing their studies. In view of rising costs, the Club recently increased the maximum student loan to \$600. The net worth of the fund is now \$8,522.

City Dads Meet City government **—and No 'Kicks'!** PRINCE ALBERT, SASK., CANADA, recently when the Rotary Club had as its guests members of the City Council and the Mayor. Youth was represented too by members of the city's junior council, whose membership includes a junior mayor and a deputy mayor. The deputy mayor, a comely miss, addressed the meeting.

Add 35 Clubs 35 more communities. Welcome to them all! There are (with their sponsors in parentheses): Gjovik (Oslo) Norway; Morlaix (Brest), France; Fleetwood (Kutztown), Pa.; Toms River (Seaside and Lakewood), N. J.; Port Washington (Manhasset), N. Y.; Cuddalore (Madras), India; Fukushima (Tokyo and Sendai), Japan; Nagahama City (Kyoto), Japan; St. Laurent-Mount Royal (Montreal), Que., Canada; Madisonville (Huntsville), Tex.; Ormond Beach (Daytona Beach), Fla.; Buckhead (Atlanta), Ga.; Roswell (Atlanta), Ga.; Red Cliffs (Mildura), Australia; Burlington (Hamilton), Ont., Canada; Askersund (Motala), Sweden; Limassol (Nicosia), Cyprus; Sasebo (Nagasaki and Fukuoka), Japan; Richmond Hill (Jamaica), N. Y.; Colonial Park (Hershey), Pa.; Angleton (West Columbia), Tex.; Masulipatam (Bezwada), India; Emmen-Coevorden (Assen), The Netherlands; Kure (Hiroshima), Japan; Chateaubriant (Loire-Inférieure), France; São Paulo Leste (São Paulo), Brazil; Woodville (Port Adelaide), Australia; Hudson (Menomonie), Wis.; Molalla (Woodburn), Oreg.; Piermont (Nyack), N. Y.; Hamar, Norway; Phenix City (Opelika and Auburn), Ala.; Nynäshamn, Sweden; Camarón (Arequipa), Peru; East Florenceville (Woodstock), N. B., Canada.



"Learn by doing" is the principle applied by the Mount Horeb, Wis., Rotary Club in sponsoring an on-the-job vocational-counselling program for local high-school students. Here two students learn about retail shoe selling.

Your Letters

[Continued from page 2]

that if his investment made a million, I should share.

Is there any corollary contrary to the custom that an investor share in like proportions on profits and losses? If there is none, then when the corporation is on the rocks, stockholders share and share alike.

A man had never been out of his native State until a friend, who was captain of a ship, persuaded him to join up on a voyage. At sea a storm came up, the ship beat upon the rocks, and the traveller lost his life. Is not that a case in point? And what is the captain's obligation to the traveller's family?

There is no sure investment. In the early 1930s everybody took a rap. And yet there is that constant inquiry: where can I make a safe and profitable investment? Investments are as risky as life itself. I made a mistake of persuading a friend to invest in a corporation of which I was president. I cannot afford the second mistake of giving my friend any undue advantage in a crash. A dependable friend will expect no quarter.

A Visit Recalled

By JULIAN B. FEIBELMAN, Rabbi
President, Rotary Club
New Orleans, Louisiana

When we Rotarians of New Orleans read Hachiro Yuasa's *The Japanese Learn Democracy* in THE ROTARIAN for March, we recalled with deep appreciation a visit of seven members of the Prosecution Mission from Tokyo to our Club a few months ago. Guests of New Orleans Rotarian Eldon S. Lazarus while in our city, they were sent to the United States under the orders of General MacArthur and with the full concurrence and approval of the State Department. The purpose of their visit was to see democracy in action and to take home with them a message as to what they saw and experienced in the United States.

Recently Rotarian Lazarus received a letter of appreciation from the seven Japanese lawyers, one paragraph of which is as follows:

Benefted by precious lessons and valuable experiences we have had and recalling the good times we have enjoyed in your country, we are going to set about our work renewed in spirit. Our recent trip to your country is an epoch-making event for us. Taking advantage of the opportunities we have, we are all desirous of making a greater offering for the establishment of a new Japan. This is, we believe, our only and the best way to thank you all for your kindness bestowed on us.

Service to Mankind*

Thinks R. E. LYNE, Rotarian
Automotive-Parts Manufacturer
Taylor, Michigan

Sir Norman Angell's *Britain at the Crossroads* [THE ROTARIAN for April] is the finest article of recent years that I have had the pleasure of reading. I receive and read seven daily newspapers, three weekly newspapers, and a number of magazines, pamphlets, and booklets



really

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For that winning edge, there's one outstanding combination—Wilson Strata-Bloc wood clubs, Wilson Precision-Built irons, and Wilson Top Notch or K-28 golf balls. There's no better proof of the *plus* performance of Wilson equipment than the fact that *more major golf tournaments were won with Wilson clubs and balls in 1950 than with all other makes combined.*

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from several countries, and never have I read a more timely article illuminating the illusion that there is something wrong with profit or the profit system. Eliminating that one illusion by individual enlightenment will go far toward curing the ills of the world.

By this one article, Sir Norman has rendered a great service to mankind, and *THE ROTARIAN* has assisted in that service by publishing it. In one day my only copy of the article was read by 14 people, mostly hourly rated factory workers, and each has asked if he could have a copy of the magazine containing it.

Home-Town Historian Footnoted

By EARL W. NEWTON, *Rotarian Museum Director*
Southbridge, Massachusetts

I enjoyed the article about "Unusual Rotarian" E. T. Heald entitled *Home Town Historian* [*THE ROTARIAN* for April]. I have met Rotarian Heald at meetings of the American Association for State and Local History, of which I am national executive secretary. He is indeed an energetic and devoted historian of his community, and Stark County is well known for the active work which is going on there.

Rain-Making Debate Helpful

By W. H. BROKAW, *Rotarian Extension Service Director*
Lincoln, Nebraska

At recent meeting of deans and directors of agricultural colleges in the Great Plains area—ten States from Canada to the Gulf of Mexico—one of the most vital questions was the place of research and extension in the control or extension of information on rain making. It is to become a central theme of the coming Summer session in Laramie, Wyoming.

After the discussion I went home, picked up my *ROTARIAN* for March, and found the fine discussion of Senator Clinton P. Anderson and Dr. Wallace E. Howell, meteorology engineer, entitled *Should the U. S. Government Control the Rain Makers?* This is fine material for the foundation of discussion about rain making among the agricultural leaders meeting in Laramie.

Re: Growing Old Gracefully

By CLYDE W. BLAKESLEE, *Rotarian Retired Industrialist*
Chicago, Illinois

From time to time *THE ROTARIAN* presents an article whose theme is so-called "old age," and what to do about it. Among the most recent, you will recall, was Rube Goldberg's *On the Privilege of Being Over Sixty* [October, 1950]. I always read such articles with real interest, as I am sure others do, for I am now well along in years—I was 77 my last birthday, to be exact. As I see it, one of the problems which we of long years face is that of growing old gracefully. I'm trying to do just that. I think I am succeeding.

I don't have to kill time—I enjoy every minute of it. I am a great lover

of Nature and outdoor life, and I prefer to stay in the climate in which I have been tempered, except in the Summer months when we take a trip through the Western States.

Then there's always fishing—my hobby, by the way. I'm in my fishing boat all day, and come home nicely burned up. But what a wonderful way to grow old gracefully, especially when it can be combined with a bit of gardening, with vegetables, lots of flowers, and bushes and trees. After 57 years of continuous work in the field of industrial machinery, it is good to get out and work with Mother Earth. It was a shock to make the sudden change, but now after five years I find myself happy and looking forward to many more years of "graceful living."

When a man retires, the first thing his family thinks about is that he should have a physical checkup. I did that—the first time in 72 years—and the doctor found so many things wrong with me that when I went to bed at night, I kept looking for the long-whiskered fellow with a scythe. I also read a doctor book, but there too I found many reasons for having checked in long ago. I put the book aside—and took up my golf clubs. You can have a lot of fun with the little white ball on the fairways, and even though you may feel some days as though playing is a bit strenuous, just continue to make the trip around the course with "the boys," leaving your clubs in the clubhouse. Fellowship, I'm finding in these later days, just as I did in earlier ones, pays a high dividend—and is but one more way of helping a person to grow old gracefully.

Re: Million-Dollar Brain Policy

By JOHN H. GREENE, *Rotarian Insurance Broker*
Little Rock, Arkansas

The article *Insure Those 'Brains.'* by Sophia Pekter [*THE ROTARIAN* for March], made special reference to the insuring of Dr. George Benson, president of Harding College, Searcy, Arkansas, for one million dollars. Perhaps readers will be interested in knowing that I was the one who wrote the policy covering the brain of this indispensable administrator.



"I'm not having a bit of trouble, Ann, getting Jimmie to eat his cereal now!"

THE ROTARIAN



"You've been with us for 40 years, Gedney. Surely you're not going to spoil a record like that by asking for a raise?"

The Way to Win in the East

[Continued from page 9]

because it has been operating mostly in a political vacuum. It has had little competition in the political field. We in America talk democracy, peace, and justice at home. In Asia we either support the reactionaries and the corrupt forces who make democracy, peace, and justice impossible or we fail to support to the hilt real friends such as Nehru in India and Razmara in Iran.

If we persist in our present attitude, Communism will slowly spread and the free world will continually contract. Soviet Russia will continue to pick up country after country.

We cannot possibly defend with our armies the wide perimeter stretching from Japan to Cairo. We have not the men to do it. Anyone who has seen the jungles of Malaya and the swamps of Indo-China knows we could easily lose our armies in them. Soviet Russia's military strategy takes this into account. She does not plan to dissipate her own strength in that way. Behind her military strategy is a program of political action. Her aim is to get native Communists in control of every country. Then these countries will become neutral in a pro-Soviet sense or raise local armies (Korean style) to fight her battles for her. We cannot defeat those tactics by military action, for we are too small and the military theaters are too scattered. We can counter that military strategy only by a program of political action of our own.

We must be and remain strong as a military power in case Russia shifts from political to military action. But meanwhile our only real defense against Communism is a political offensive, a political offensive with action rather than with rhetoric.

The hour is late; but so long as World War III has not struck, it is not too late.

JUNE, 1951



With Water Tank and Vacuum for Rug Scrubbing



With Dispenser for Hot Waxing

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Here is a floor-maintenance machine that not only can be used for many types of floor care, but also affords the further economy of a machine that is two sizes in one. This 100 Series Finnell, in one of the larger sizes as shown above at left, can be reduced to the small size unit shown in circle.

Note the low, trailer-type construction of the machine, and how easily it goes beneath furnishings. Thus it is ideal for use in crowded areas of factories and textile mills, and in offices, schools, and hospitals. In fact, the dual size feature and low construction of the machine adapt it to use on many floors otherwise inaccessible to machine care.

As easy to handle as a household vacuum cleaner, yet this Finnell is powerful . . . fast . . . and thorough. Mounts a G. E. Drip-Proof Capacitor Motor . . . is equipped with Timken Bearings. And the ruggedly constructed worm drive, housed in an extra-capacity leak-proof gear case, lubricated for 1500 hours, assures smooth, noiseless performance. A precision product throughout. Three sizes: 13, 15, and 18-inch brush diameter.

The nearby Finnell man is readily available for training your maintenance operators in the proper use of Finnell equipment. For consultation, free floor survey, demonstration, or literature, phone or write nearest Finnell branch or Finnell System, Inc., 4700 East Street, Elkhart, Indiana. Branch Offices in all principal cities of the United States and Canada.



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Super Eyes for Industry

[Continued from page 27]

the studio camera snaps 24 pictures or frames a second; at the same rate the completed film is projected on the theater screen. If camera speed is upped a trifle and the film reeled off at the normal 24-frame rate, the result is the slow-motion movie so familiar to newsreel devotees. Accelerate the camera anywhere from 1,000 to 10,000 frames a second and hold on to your hat.

The best-seller among high-speed cameras is the one manufactured by Eastman Kodak. Its top speed of 3,000 pictures a second is considered adequate for most industrial uses. The Fastex camera developed by Bell Telephone Laboratories can go as high as 8,000 frames a second. This hopped-up movie-maker has played an important rôle in the development of the A-bomb and the V-2 rockets. Not exactly an industrial tool, but worthy of mention here in passing, is the camera developed by Dr. Brian O'Brien at the University of Rochester. It snaps no less than 22 million pictures a second!

Another camera technique which is earning its keep in American industry is called—tongue-twistingly enough—spectrography. In the spectrographic "lab" at a Gary, Illinois, steel mill, a technician speaks into the intraplant phone. "There's about one-tenth of one percent too much copper in Number Four, Tim." Number Four is the mill's open-hearth furnace, a swimming-pool-size utensil where 175 tons of steel percolate briskly.

Tim is a metallurgical master chef who mixes an 80-ton dash of pig iron with an equal amount of broken pipes, battered car fenders, and other types of steel scrap. His soupçon of spice is shovelful of manganese, limestone, and sundry alloying elements. Out of this mish-mash, Tim produces a steel product which meets agonizingly precise chemical specifications. Photography is one reason why he hits the nail smack on the head every time.

A few minutes earlier, a tiny sample of steel had been drawn from the open hearth. Pneumatic tubes whizzed it to the laboratory where, posthaste, it was set into the sleek spectrograph and ignited. Light from the incandescent steel travelled through the optical system of the spectrograph and was photographed at the other end. The finished print—a rainbow-like strip of muted colors—was downright pretty. Like the soldier's insignia ribbon which it resembles closely, the spectrographic print is a color shorthand system. It tells with great precision which metals are in the steel and the precise amount of each.

The wonderful spectrochemical analysis is based on discoveries made by Newton in the 17th Century. He discovered that light emitted by a flaming substance forms a distinctive spectral pattern or rainbow when directed through a prism. The first spectrographs were used in astronomical circles with startling results. Men of science are, in this fashion, able to learn the chemical composition of stars and planets.

Industry borrowed the stargazer's spectrograph and set it to work on the down-to-earth task of controlling the purity of metals, medicine, and numerous other products. And with good reason too. It takes little more than a slight overage of copper to cause failure in an automotive part. Minute amounts of certain unwanted metallic elements may change a medicine from a healer to a killer.

ASTRONOMERS gave spectrography to industry. In the case of aerial photography, military air forces of World War II were the donors. For the past few years, Canada has been taking an aerial self-portrait of its 3,690,410 square miles. A group of geomorphologists (scientists who study the form of the earth's surface) examined some of these air maps and became quite excited over an almost invisible line curling alongside a granite cliff. Fantastically keen measuring devices set over the map indicated that this was a vein measuring about a foot wide. A knowledge of terrain and rock formations told them they were looking at a pegmatite deposit. Prospectors were dispatched and returned with news that the pegmatite deposit was there as predicted.

The photographic birdseye view does more than seek out minerals vital for industry and national defense. It ensures increased food production by aiding Agriculture Department experts in planning soil-conservation measures. It helps firms select the best of several alternate plant sites. It speeds road building by enabling contractors to determine the amount of earth to be moved and the quantity of materials needed for a job.

The exact opposite of aerial photography is photomicrography, the happy blending of microscope and camera. In crime detection they go as well together as Dr. Watson and Sherlock Holmes. But photomicrography also tracks down industrial criminals. Consider your razor blade. Photography probably saves your face. If the crystal structure of razor-blade steel shows up as coarse or irregular under the probing eye of the microscope, the consumer is in for a painful scrape. One of the major controls used by both steel makers and blade

manufacturers is photomicrography. This same camera equipment monitors the production and manufacture of most other industrial and consumer products.

Like Hollywood movies, microscopes come in two varieties—colossal and supercolossal. The conventional optical type enlarges objects a maximum of 3,000 times. Increase a penny to such an extent, the result is a gigantic copper plate measuring 187 feet across its center. The other type of microscope—the electron variety—magnifies as much as 200,000 times.

With the electron microscope, Dr. Wendell M. Stanley, of the Rockefeller Institute of Princeton, actually photographed molecules. Other scientists have ferreted out cancer cells, plunked them into the specimen chamber of the electron microscope, and studied their pernicious habits. Virus, bacteria, and assorted "bugs" are being examined now for the first time. Other researchers have directed this super-eye at metals, petroleum products, silk threads, and practically anything else they could lay their hands on. A strange, wonderfully new world is opening before their eyes, promising better and cheaper products and a brighter future.

Periodically, photography rolls up its sleeves and tackles the mundane desk-cleaning job. Given 100 filing cabinets bursting at the seams, photography reduces the morass of paper to a

few spools of movie film which fit neatly into a single cabinet. Switching to the type of camera used by newspaper photographers, industrial photography takes on a wide variety of jobs. Taking inventory is just one of these. In many concerns, stock in the storeroom is photographed section by section, and the inventory count made directly on the photographic print.

The bag of tricks toted about by industrial supercameras is practically bottomless. Already in Detroit, auto manufacturers are taking pictures of sounds as traced on oscilloscopes. From these pictured wave traces, you will soon have cars that start more easily on cold mornings.

Thanks to photo processes, workers in aircraft plants now have patterns on great sheets of aluminum, printed as neatly as a lady's dress pattern. The sheets of aluminum are coated with a sensitive emulsion, and the lines to be followed in cutting are printed and developed like a giant photo.

Soon the supercameras will be taking pictures of heat waves—a process known as thermography. The leaks in furnaces will be as visible as drippings from a water pipe.

Industrial photography is by no means limited to the few techniques listed here. New applications of the camera are sure to emerge, and because of these new super eyes in plant, "lab," and office, you and I can look forward to a brighter future.

The Kiver-to-Kiver Klub

ARE you a member of this Klub? If so, good! If not, then take this test and you will be—no matter what you score. The questions are geared to articles you have just read in this issue of *The Rotarian*. Answers are on page 59.

1. Dr. Louis B. Amyot, this month's "Unusual Rotarian," says the Eskimos of the North are:

Fond of frozen foods.

Friendly, helpful, and quick to learn.
Eager to move to warmer climes.

2. If you're interested in improving your human relations, says Donald A. Laird, you had better:

Learn to boast about yourself.

Be concerned with others' self-regard.
Start doing favors for everyone.

3. What is bringing about a big change in the lives of Australia's farmers, sheep raisers, and other rural dwellers?

Extension of electrical facilities.

A travelling department store.

An airborne medical service.

4. If you're a fisherman, you especially noted Peepsmen Hilton Ira Jones' item about a new:

Bait that lures fish musically.

Device for locating good fishing spots.

Plastic nonrusting tackle box.

5. According to the Neissers, Dad is making the grade with his children if he:

Gives them plenty of spending money.
Tells them all his personal problems.
Let's them know he's behind them.

6. Fatal traffic accidents, says Willis Lindquist, occur mostly when drivers are:
Tired and in need of sleep.
Conversing with their passengers.
Violating traffic regulations.

7. New economic life is coming to the Swiss valley of Calanca because of a program initiated by:

The Marshall Plan.

The United Nations.

Basel businessmen.

8. Two of the following, according to William O. Douglas, are specific complaints of the people of Asia. Which is the exception?

The absence of medical care.

The absence of radio and television.

The absence of schools.

9. The "Schuman Plan" involves the pooling by six European countries of which two of the following products:

Soil fertilizer and plows.

Freight cars and locomotives.

Coal and steel.

10. A new department beginning in *The Rotarian* this issue is:

Peeps of Things to Come.

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Inside Insurance

By GLYNN THOMAS

ONE of the most popular pastimes of the Public in General is called "Dodging the Insurance Salesman." As a former Insurance man, I might say that the public does one swell job of dodging.

The game originated through a misunderstanding of the insurance man's persistence. You, the dodging public, dodge because you do not understand his motives in wanting to talk to you. You think he wants to sell you insurance.

To convince yourself that this is a misapprehension you have only to stand still next time he approaches and listen to what he has to say. The first thing he will tell you is that he doesn't want to sell you anything. He just wants to explain something to you. There now, aren't you ashamed, running like a scared jackrabbit from a man who had nothing to sell?

Ashamed you may be, but the force of habit having become so strong through the years, you will probably still continue to dodge him, and so the purpose

of this article is to explain to you those things he would have explained if you had but given him the chance. You owe it to yourself to know what insurance is and how to select the proper kind when, as, and if you ever decide that you do want to buy any. This is valuable information. Imagine the embarrassment of dying only to learn you have bought the wrong kind of insurance. How would you be able to face your friends?

In this brief article we shall discuss only the most generally accepted forms of insurance, namely: Ordinary, Limited Payment, Endowment, Annuity, and Term. These are the kinds most widely sold and, if you had stood still for that agent, one of the forms you undoubtedly would have bought.

Ordinary, or Whole Life, is the most common type of life insurance. You should not avoid it just because it is common. It might be just what you need. With this form of insurance you pay a certain amount, known as a premium, every year as long as you live,

and when you die the company pays the face amount of the policy. This is the best form of insurance to buy if you figure on dying somewhere between 15 and 20 years from now. If you plan on dying sooner, you can get a cheaper form, called Term, which I shall explain later on. If you plan on living more than 20 years, you should avoid this type, as you run the risk, after 20 years, of paying in more than you get back. Isn't it bad enough to be dead without being broke, too?

The next type, known as Limited Payment, is just like Ordinary, only you pay a little larger premium and after paying a set number of years, usually 20, you pay no more. Now, this is an excellent form to carry because in the limited time during which you pay, you will seldom pay in more than you get back. With this form of insurance you are almost certain to make money whether you live or die and, once having taken it out, you can go ahead and kick off without worrying.

Endowment insurance is similar to the other two, already described, except that after you have paid the set number of years, like Limited Payment, usually 20, you then get paid off in cash. It also pays off if you die, but it is of the most interest to persons who plan on living 20 years or longer and who would enjoy the novelty of seeing an insurance company write them a check for a change. It was primarily devised for the skeptical type of person who doesn't believe the light goes off in the refrigerator when the door closes. It proves that insurance companies really do pay off.

Annuities are just like Endowments, only they are set up so that the insurance company pays off in installments instead of in one lump sum. A person can take out an annuity and pay on it until he gets to be 60 or 65, and then the insurance company will start paying back to him, at so much a year, for all the rest of his life. This policy is of particular interest to anyone who plans to live to be at least 100 years old. If, for example, you live to be 200, the second 100 years you will be living on gravy, and, even though there will be no further money paid after you die, look how you can kick up your heels during that second 100 years.

Term insurance? Well, with it, if you want to win, you die before the term runs out. This type of policy is recommended only for persons who plan on living a very short while.

And that was all the insurance man wanted to tell you. Now you can go ahead playing the game of "Dodging the Insurance Man," for now you know the secret of how to buy insurance. It all depends on how long you plan to live. If you buy wisely, you are bound to "get well" when you die.

HOW TO SAVE
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Basic-Facts Quiz

A Little Lesson in Rotary

What does "Rotary" mean?

"Rotary" expresses and indicates the organized body of Rotary Clubs and Rotarians; the spirit which animates them; the principles, practices, and precedents which guide them; and the purposes and objects they seek to accomplish.

Who was the Founder of Rotary?

The late Paul P. Harris, of Chicago, Illinois.

Where was the first Rotary Club meeting held and in what year?

In Chicago in 1905.

Why was the name "Rotary" adopted?

The name "Rotary" originated through the custom of holding the meetings of the first Club in rotation at the places of business of the members.

What are the Objects of Rotary?

The Objects of Rotary are to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

1. The development of acquaintance as an opportunity for service;

2. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying by each Rotarian of his occupation as an opportunity to serve;

3. The application of the ideal of serv-

ice by every Rotarian to his personal, business, and community life;

4. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional men united in the ideal of service.

Who may be chosen for membership in a Rotary Club?

Any adult male person engaged as proprietor, partner, corporate officer, manager, or holding an important position in an executive capacity with discretionary authority in any worthy and recognized business.

How many kinds of membership may there be in a Rotary Club?

Four: active, honorary, past service, and senior active. Additional active membership is a form of active membership.

What is meant by "classification"?

Certain terms are used in Rotary to designate a member's business, professional, or institutional activity, and these terms are called classifications.

How extensive is Rotary?

There are more than 7,290 Rotary Clubs and 347,000 Rotarians in 83 countries or geographical regions of the world.

Is Rotary growing at the present time?

Yes. Since July 1, 1950, there have been 222 new Clubs organized in 33 countries.

What is the official magazine of Rotary?

THE ROTARIAN Magazine. The Spanish edition is REVISTA ROTARIA.



Meet Your DIRECTORS

INTRODUCING ONE OF THE 14 MEN OF THE RI BOARD:

WITH the end of World War I and his return to civilian life from the U. S. Navy, DIRECTOR GEORGE E. WORSTER became an office employee of the Yellow Cab Company in San Francisco, Calif. Today, following a steady rise in the company's executive ranks, he is president and general manager of the Yellow Cab Company of Los Angeles, Calif., and vice-president and director of the San Francisco division. He is also a partner in the firm's Seattle, Wash., branch, and has other trucking and transit interests. Born in Burlingame, Kans., he is a business-law graduate of LaSalle Extension University.



Worster

To his many business responsibilities, DIRECTOR WORSTER adds the duties of such civic offices as trustee of the Los Angeles County Crippled Children Society, director of the California Safety Council and the Downtown Business Men's Association of Los Angeles, and membership on the executive committee of the local chapter of the National Safety Council. He is also a past director of the Los Angeles Chamber of Commerce and an executive-committee member of its Convention Bureau.

A member of the Los Angeles Rotary Club since 1933, he is a Past President of that Club, a Past District Governor, and a former RI Committee member. In addition to his Board duties, he is a member of the RI Executive Committee and of the Nominating Committee for President in 1951-52.

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Opinion

FROM LETTERS, TALKS,
ROTARY PUBLICATIONS

You Can't Buy Youth Service

EDWARD Y. BLEWETT, *Rotarian*
Dean, *Liberal Arts College*
Dover, New Hampshire

When kids go wrong, it is usually because of the failure of the home, of either or both parents. Each of you had a hero: that's natural, normal. You patterned yourself after someone you respected and admired. The greatest service to youth which lies within your powers is sharing yourself with youth. It's not enough to give money, you must give yourself. Let the kids know that you are interested in them and their projects. Be known in your community as one who has faith in youth. Be seen at youth activities. Let the youngsters have a chance to make mistakes. Be sure your own sons and daughters know you and that you know them. Don't try to buy a Youth Service program. Challenge the kids to go the other half of the distance. They'll respond, most of them.—*From a Rotary District Conference address.*

Moral Responsibility Needed

FLOYD B. WATSON
Superintendent of Schools
Rockville Center, New York

There is an adage in modern educational philosophy which I think should be modified. That adage is that we should teach our pupils how to think, not what to think. Yes, we should teach our pupils how to think. We should also teach them what to think about such matters as law observance, moral and social decency, respect for property rights, and loyalty to our American way of life. To do otherwise is to disregard lessons gained by experience through ages past. Youth should be taught to believe in and abide by the Ten Commandments and the Golden Rule. They should be taught that law observance is not escaping detection, but rather conducting oneself when unobserved as they would under the watchful eye of parent, teacher, or police officer. We must instill in the minds of our youth a greater feeling of moral responsibility—a quickened conscience.—*From a Rotary Club address.*

'Our Enemies Must Live with Us'

JOHN FRANKLIN MACHEN, *Rotarian*
Minister of Music
Cedar Rapids, Iowa

For 7,000 years of recorded history we have tried war. It has never worked. Oddly enough, we have never tried peace. "... and thou shalt love thy neighbor as thyself." That is not an easy way of life. It is not a way of life for a people weak in inner resources.

This we should also remember: our

"enemies" must live with us, too. They must put up with us—with our overweening pride, our overbearing dispositions, our thoughtlessness and selfishness. With all our good traits and with all our goodly heritage, we are suspect, too; and often with good reason. Our "enemies" have their work cut out for them if they bear with us!

Things pretty well balance out.

Competitors: Fellow Players

BURNEY WILSON, *Rotarian*
Clothing Retailer
El Dorado, Arkansas

The practically minded business or professional man will not shrink from a rivalry that does so much to improve service. Rather he will regard his competitors as fellow players in a great game, mutually interested with him in keeping the rules and improving the play, just as necessary to his real success as his employees, or his suppliers, or his customers. If good faith is the foundation of competition, it can become a blessing in that it has the desirable result of providing better values, higher quality, lower prices, better service to the public. The best interests of all are served by friendly cooperation (not collusion) and observance of fair practices among competitors. The continued existence of our social order depends on confidence in the integrity of those in business and professions—competitors and others.—*From a Rotary Club address.*

How Not to Be a Good Rotarian

JOHN R. CALLUM, *Rotarian*
Past Service
Norfolk, Virginia

Skip every other meeting. Be a 50 percenter, although the Constitution reads you must average not less than 60 percent—or else!

Accept a Committee Chairmanship and then let your Committee wither on the vine for lack of activity and leadership.

Criticize your officers just as if they were being paid, to further the interests of the Club. Complain about the programs, the service, the food, without offering constructive remedies.

Don't bother about getting new members; let the Secretary do it.

Wait until the last minute to get your ticket for an outing or ladies' night, and if they are all sold, squawk to high heaven.

Don't pay your dues promptly, and if



"Perhaps I'll be able to explain the world situation better with this map."

you get a memo from the Secretary, get offended and say you have been dunned.

Agree to everything proposed at a meeting, then disagree with it outside.

At a meeting it is a slap on the back and a warm handshake to Bill, or Frank, or Tom and then next day meet them on the street and don't recognize them.

Always be late arriving, but be the first man out.

Don't ever volunteer for some special assignment, but when other Rotarians roll up their sleeves, whisper around knowingly that the Club is being run by a clique.

Don't sign your luncheon card so your Secretary will have to go to a lot of trouble to give you credit for attending the meeting.

Carry on a loud conversation if you are not particularly interested in the program or speaker.

Never visit a sick member; don't even send him cheer-up card.

Don't stand at attention, or face the flag during the national anthem.

When everything else fails, cuss the Secretary.

Use All the Weapons

CECIL B. DE MILLE
Motion-Picture Producer
Hollywood, California

We used to talk about "total war" when we were fighting Hitler. Now we are learning, I hope, what "total war" really means. A strip of film, a radio broadcast, a word spoken by a teacher to a roomful of children, a union member's vote to strike or to stay on the job, a signature on a petition, an innocent-looking line in a newspaper, even a casual conversation—all are weapons in this war (communism versus democracy) as much as a Sherman tank or a B-29. It is up to us to see that every one of those weapons in our hands is mobilized and put in action. We cannot afford to let one of them rust in idleness or be turned against us by the enemy.—*From an address before the Rotary Club of Beverly Hills, California.*

EDS. NOTE: An electric transcription of Mr. De Mille's address is available to Rotary Clubs on request to Fred Luth, P. O. Box 215, Beverly Hills, California.

Not Too Hard a Task

JUAN B. HERNANDEZ
Executive, Laguna College
Secretary, Rotary Club
San Pablo City, The Philippines

Suppose, and this is only supposing, that instead of teaching such thing as "Love your country, fight and kill for her. You are a chosen people, born to rule, therefore, must rule," all schools the world over would teach "Love your fellowmen, whether they be black or white or yellow or brown. Love them for they are your brothers. Love them not only in words but in deeds," would it not be the more patriotic and goodly thing to do?

I think it is not so hard a task to do. It may not be so easy as giving canned and dehydrated foods to hungry ones, not so easy as exchanging gifts and

Answers to Klub Quiz on Page 53

1. Friendly, helpful, and quick to learn (page 31).
2. Be concerned with others' self-regard (page 12).
3. An airborne medical service (page 23).
4. Plastic nonrusting tackle box (page 39).
5. Lets them know he's behind them (page 10).
6. Violating traffic regulations (page 32).
7. Basal businessmen (page 18).
8. The absence of radio and television (page 6).
9. Coal and steel (page 14).
10. *By the Way* (page 44).

other tokens of fellowship and goodwill, not so easy as holding world conferences and delivering impassioned speeches in eulogy to the dove of peace. But it can never be so hard as sending warships and bombers and tanks on a mission of destruction and death. It can never be so hard as the sight of mangled bodies and shattered intellect, of broken homes and devastated fields. It can never be so hard as the planning and execution of a subsequent program

of rehabilitation and reconstruction. It can never be so hard as the repair of the damaged spirit of man.

Help Carry the Load

RICHARD PAUL FREED, *Rotarian*
Clergyman
Easton, Pennsylvania

The story is told that near the summit of one of the great peaks in the Rockies a party was camped, waiting for the dawn. As they dozed, the night wore on, and finally the sun's first rays broke over the horizon from the east. In a short time the party of climbers was shocked from its rest with the sound of a shattering series of explosions and what seemed to be the crash of falling rocks. The inexperienced climbers in the group frantically pled with the guide to lead them to safety. The mountain, they gasped, was falling down. When the guide could be heard, he explained what was really happening. On the other side of the mountain huge glaciers had frozen together during the night. With the coming of morning, the heat of the sun's rays had

Where to Stay



K.E.T.: (Am.) American Plan; (Eu.) European Plan;
(RM.) Rotary Meet; (S) Summer; (W) Winter.

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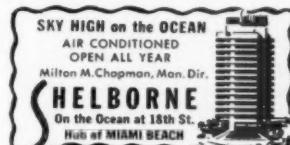
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Tangles Take Time

THE other day I watched an old chap extracting knots from a fishing line thrown away in a hopeless tangle by some incompetent troller. After three hours it was as good as new. He gave it to a youngster on the street.

Until I talked to him I couldn't understand a sane man wasting time unravelling a knotted batch of nylon. Couldn't he spend his hours better at petit point or crocheting? This is what the old chap told me:

"Fixing a tangled line is more exciting even than fishing. You know you can do it if you stay at it. You can't lose unless you quit. All you need is patience. I admit fishing is good too. But you must have luck as

well as patience. There is no luck in untangling a line. Just patience. It's as exact a science as chess."

"Working on a line and fishing are both good training for anyone who's excitable or tends to rush things. You can't rush a bass or a muskellunge. And if you get excited with a tangled fish line, you just start all over."

Perhaps there's something in what the old boy says. Patient folks aren't born—they're made. From holding a fishing rod or deknottting a line: or from saying nothing when the sharp retort is easy.

Well, pardon me. I'm off to untangle an old fishing line. Then I'm going fishing for a week.

—Carleton Place Canadian

made them split apart. This was the sound the mountaineers had heard. "It wasn't the break-up of the mountain," said the guide. "That's the way dawn comes to the Rockies."

That is the way a new day is coming to our world in this present hour. I invite you to carry your part of the load toward that great destiny God has for us all.—From a sermon.

better, and from which springs the inner urge to be helpful, and to that end spurring us to worth-while concrete action.

The inner satisfaction and happiness derived from this functioning is something not fugitive, cannot be taken away, nor bought in any department-store bargain basement.—From The Newsmonger, publication of the Rotary Club of Flemington, New Jersey.

Re: Package of Freedom

C. W. BROWN, *Rotarian*
Editor, Oconomowoc Enterprise
Oconomowoc, Wisconsin

It seems as if this country has become an "aginnger." Such a policy will end in failure. We have to be for something, but first we must know just what we are for and put it in simple language and tell it over and over again, through the air waves and by distributing the story, from the air if necessary—billions of copies of it. It would have to be simple and convincing. It would have to be factual and sincere. Even the countries that we call our friends don't like us. Some are actually afraid of us. All this tells that we are failing in a job of selling our package of freedom.

Communism is succeeding to a marked degree as a result of a fanatical belief that capitalism, which is the basis of free enterprise, is doomed and it's only a question of how soon. Followers of Communism make almost any sacrifice to work for their cause and are blind to the atrocities. They are taught that any means to gain the end is right. Unless we can prepare our package of freedom and sell it over and over again, we will fail.—From an editorial in the Oconomowoc Enterprise.

What Rotary Means to Me

SAMUEL GRAYDON, *Rotarian*
Manager, Democrat Press
Flemington, New Jersey

The luncheon gatherings, enjoyable and stimulating as they are, are not the end but the vehicle through which we in our hearts and minds get to know, understand, and appreciate one another

The Final Test

RICHARD DANIEL WEIGLE, *Rotarian*
President, St. John's College
Baltimore, Maryland

A college has attained its objectives if its graduates meet three conditions: first, that they have developed their intellectual faculties to the point where they can reason well, make free decisions, and speak clearly and persuasively; second, that they understand and appreciate the great cultural heritage in the forward movement of which they stand; and, third, that

they have thought out for themselves a philosophy of life which is personally satisfying, which shows true appreciation of religious and moral values, and which stimulates participation with one's fellows in meeting the common responsibilities of the republic that is ours.—From his inauguration address as president of St. John's College.

'Rotary' Is a Beautiful Word

PHIL STEIN, *Rotarian*
Past Service
Beaumont, Texas

What do you see when you look at the word "Rotary"?

What mental picture do the six letters create in your mind?

To me, the capital "R" symbolizes the broad shoulders of our pioneers in Rotary, who for 46 years have made the word "Rotary" stand for better business

practices, loftier ideals, for service to one's community and development of international understanding.

The letter "o" is like the bullseye of a target, toward which is aimed the Four Objects of Rotary.

The letter "i" represents a giant tree, whose limbs and branches stretch out to the four corners of this earth, where Objects and ideals of Rotary are cherished and fostered.

The letter "a" suggests a man on his knees in prayer, symbolizing a nation which recognizes its creator and gives thanks for His blessings.

The letter "r" is like one ever pointing to that one ideal of Rotary, the ideal of service.

The final letter, "y," suggests a man with both hands outstretched in friendship and cooperation toward all who love freedom, justice, and peace.

Yes, "Rotary" is a beautiful word.

'Take Heart and Fight'

RUSSEL N. SQUIRE, *Rotarian*
Music Educator

Southwest Los Angeles, California

Bertrand Russell notes that today two very different conceptions of the meaning of human life are struggling for ascendancy in our world. They are so diametrically opposed that there must occur either reconciliation, which seems impossible, or else victory of one over the other if civilization is to endure. What probably will occur is that each will destroy the other and civilization

as we know it in the Western and Eastern worlds will disappear.

Now, for our part, we would not be so pessimistic as Mr. Russell seems. Must we give up hope? Rather, must we not take heart and fight for a kind of synthesis of these two apparently irreconcilable concepts of the meaning of life? If there is hope of our achieving such a synthesis, then there is reason for our living. For then we could expect to bring to fruition those highest aspirations which one cannot help believing are the hope of noble men everywhere.

My Rotary

EDWARD P. BROEDEL, *Rotarian*
Accountant

Myrtle Beach, South Carolina

Though I prepared the following poem for our own Club weekly bulletin, I believe that Rotarians around the world may get a lift from it:

MY ROTARY

*Oh Rotury, my Rotury,
Your banner waves across the sea.
In all this world of storm and strife,
It stands for peace and better life.*

*Our world-wide Clubs are holding fast,
They hope to help our freedom last.
From Norway to Magellan Strait
Our motto is "Discourage Hate."*

*The clouds of war are drifting fast,
The hopes of man would better last
If only mankind's greed and strife
Would yield to Rotury's creed of life.*

*The Flanders graves where poppies grow
And Iva Jima's dead below
All might have brievalie today
Had all men thought the Rotury way.*

Think of Asia As People—Karim A. Azkoul

[Continued from page 9]

will be determined by the conception they have of America.

Only if Americans are really convinced of these truths will they be profoundly disturbed by Asian misunderstanding of their land and begin to take a deeper interest in the problems, aspirations, and fate of the people of Asia.

Just what is the actual situation today? Justice Douglas is correct, I believe, in his opinion that the revolutions which are brewing in the whole of Asia are not Communist in origin. They are the revolutions of the common man of Asia, who is acquiring an awareness of himself as an individual and is striving to gain respect for his person as well as a decent standard of life. In this struggle, because of historic and present conditions, he feels that, without external help, he may fail. Therefore, he looks to the mighty powers of the age for assistance. And what does he see?

In many Asiatic countries he sees Americans establishing relations between themselves and his country, or between himself and their dollars, or between themselves and powerful elements in his own country that are oppressing him. Rarely does he see them directly interested in him as a human being.

On the other hand, the Communists

seem to him to be concerned only with his well-being and therefore appeal greatly to him despite the basic incompatibilities between Communism and the revolutionary movement with which he may be identified. The results of this appeal are already noticeable. They should not, however, be measured by the number of Communists in the free parts of Asia, but rather by the number of those who are not anti-Communist.

Nevertheless, the situation is not hopeless. The seeming interest of the Communists in the man of Asia can be amply counterbalanced by an equal and real interest in him on the part of Americans and others of the Western world. Thus he can be helped to a better understanding of the real nature of democracy and to discover the basic difference between the two kinds of interest shown in him: the interest of democratic peoples whose entire conception of government is based on the respect of the human person because of its worth and dignity, and the interest of the Communists whose conception is to use the individual as a means to an end incompatible with the respect due him.

The "political offensive" so rightly urged by Justice Douglas can be a major step toward helping Asians make the right choice.

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HOBBY Hitching Post

ONE OF the joys of a hobby is that it so often leads to the unexpected, to the pleasantly surprising. STANLEY B. GAMBLE, a member of the Rotary Club of Burwood, Australia, has found it so. A manufacturer of chicken-hatching machinery, he makes and screens motion pictures in his leisure hours—and it is this avocational pursuit that has led him to the off-trail hobby experience he relates here.

DEEP IN the heart of Australia's vast never-never land an aboriginal man sits with his palette of water colors and paints and paints. Though he has never been out of the inland area, this big, strapping native is producing landscapes that are winning world-wide notice—and high prices! I came upon this most interesting fellow human being quite by chance. My movie hobby led me to him.

Seeing many years ago that my business would entail much travel—it has taken me around the globe three times and in and out of many lands—I equipped myself with movie and still cameras plus color film and recorded the sights and scenes of each country I visited. These I would show to any and all new friends who wished to see them as I proceeded on my journeys. And, "shooting" as I went, I would have another picture story to add to my collection. Through my hobby I would do what I could to carry out Rotary's Fourth Object, to help build an international bridge of friendship.

Scores of Rotary Clubs and thousands of other people from Johannesburg to Christchurch to Dallas have been invited by me to look at the world as caught on my 7,000 feet of color film and 500 color slides. In this way I seek to bring a better understanding of other lands and their people, and thus seek to create international friendship through films.

But now, back to my primeval painter of the Australian wilderness. I met him just two years ago now. I had set out on a rather ambitious movie-making project—a 6,000-mile trip into the vastness of Central Australia to film spinifex-covered plains, mountain ranges, glorious canyons, and a proud people rarely photographed before. It was during my days in the jagged beautiful MacDonnell Range that I came upon ALBERT NAMATJIRA. Seeing this man of these mountains sitting there on a grassy slope painting the rocks and trees before him, with what seemed to me a tutored touch, I marvelled and immediately wanted to know the story.

This was the way of it: Some 16 years ago, when ALBERT was 33, an Australian artist named REX BATTARBEY, came down into his "Valley of the Palms." He had

come to Central Australia to put its rugged beauty on canvas, and, seeing him work, ALBERT was fascinated. After watching the painter for quite some time, ALBERT offered to provide camel transportation and guide him to other areas whose great natural beauty had never before been seen by the eyes of white men. BATTARBEY, eager to paint such virgin land, accepted. But ALBERT imposed one condition: the painter must teach him to paint. The condition was accepted and ALBERT and the painter began a teacher-pupil association that brought them together on many occasions in the following years.

Today ALBERT NAMATJIRA's paintings hang in many Australian art galleries and scores of homes, and I feel rarely privileged to have received several direct from his own hands. An indication of the popularity of his paintings is that at a Sydney exhibit every picture in the collection displayed was sold within two hours. This has been repeated in other cities also.

Despite the recognition he has won by virtue of his talent, ALBERT still lives in the isolated region where he first met his tutor. He obtains his painting supplies from a near-by mission outpost where, incidentally, he received his only schooling years ago. Now 49, he has a large family and three of his sons are following in their dad's artistic footsteps. Every once in a while he is invited to one of our cities to make an appearance with his paintings, but ALBERT refuses to go. He prefers, apparently, to stay among the familiar scenes he knows and loves so well.



Typical of the paintings that have won wide acclaim for Albert Namatjira, an aborigine, is this Australian landscape.

When I was in ALBERT's country on my camera journey, I had with me some films I had taken in Africa of native people in their colorful war dances and such scenic wonders as Victoria Falls and the Drakensburg mountain range. Present at the showing of the film at one of the missions were many of ALBERT's fellow aborigines. They had never seen colored men from other parts of the world before. They did not know others existed, and they became almost uncontrollably excited over the animated images they saw on the screen.

What experiences movie-making yields! What service one can render to others! That is why I intend to go on



Amidst the rugged beauty of his native land, Albert views scenes he knows and loves and paints them with great skill.

exposing film wherever opportunity offers. My picture-taking trip through Central Australia took me 6,000 miles by air, jeep, camel, and on foot. Some day I may do others. The proceeds from my showings, when any charge has been made, have gone to support the efforts of the United Nations' appeal to feed Europe's hungry children, to the Red Cross, and to other charitable causes.

But any appraisal of the pleasures my camera has brought me must place high on the list my experience in making that journey into the country of the Stone Age man and meeting with ALBERT NAMATJIRA, the aborigine who wanted to learn to paint—and did.

What's Your Hobby?

If it's interesting to you, then it should interest others—and bring many valuable contacts to you if you will let THE HOBBYHORSE GROOM list it here. You should, of course, be a Rotarian or a member of a Rotarian's family; you are asked to acknowledge any correspondence which comes your way.

Stamps: Phil Stein (collects stamps; will exchange with Rotarians), P. O. Box 1244, Beaumont, Tex., U.S.A.

Stamps; Violin Bow: Alberto diButera (collects stamps and violin bows; wishes to hear from Rotarians with similar interests), 187 Sylvan St., Rutherford, N. J., U.S.A.

Picture Postcards: Julianne Howe (17-year-old daughter of Rotarian—collects picture postcards; will exchange), 60 Rico Way, San Francisco, Calif., U.S.A.

Stamps: Stephen Mitchell (14-year-old son of Rotarian—collects stamps; will exchange), 1722 Crescent Dr., St. Joseph 20, Mo., U.S.A.

Cricket; Stamps: Surendra Narayan (14-year-old son of Rotarian—interested in stamp collecting and sports—particularly cricket), 1, Sarojini Naidu Marg, Allahabad, India.

Pharmaceutical Periodicals; Photography: Leslie Harris (will exchange with Rotarians in other countries; pharmaceutical periodicals, photographic journals, and photographs of interesting subjects), Charnwood, 8, Kingsley Ave., Daventry, England.

Re: Carver Stamps: Dr. J. M. Brooks (will arrange to have cover containing George Washington Carver stamp cancelled with legible postmark of Diamond, Mo., birthplace of famed Negro scientist; stamp should be sent to Dr. Brooks, who will address cover and mail to sender), R. R. No. 1, Diamond, Mo., U.S.A.

Pen Pals: The following have indicated their interest in having pen friends:

Robert H. Diefenbacher (13-year-old son of Rotarian—would like pen pals interested in photography), Southold, L. I., N. Y., U.S.A.

Karen Yamada (15-year-old daughter of Rotarian—would like to correspond with boys and girls; interested in stamps, reading, sports, photography), 17, Maedaminamachii, Toyohashi, Japan.

Michael Clausen (son of Rotarian—wants to exchange letters with young people in America aged 13-15; interested in drawing, collecting stamps), Lawrence, Te. Kuit, N. Y., U.S.A.

Mollie Jo Graham (14-year-old daughter of Rotarian—desires pen pals; interested in dancing, piano, photography, collecting postcards), 422 Elm St., Newport, Ark., U.S.A.

Sharon Klevorn (16-year-old daughter of Rotarian—wishes pen pals; interested in accordion music, horses, airplanes; collecting dolls), Rt. 1, Box 205, Hastings, Mich., U.S.A.

Rena Frabonti (12-year-old daughter of Rotarian—would like to correspond with young people; interested in photography, flute playing, singing, reading), 209 5th St., Watkins Glen, N. Y., U.S.A.

Sibilla Minozzi (daughter of Rotarian—desires pen friends aged 13-14 anywhere in the world), Saw Mill River Rd. and Jackson Ave., Hastings-on-Hudson, N. Y., U.S.A.

Ann Watson (14-year-old daughter of Rotarian—desires pen friends aged 12-18; hobbies include horses, reading, sports), 44 W. Potomac St., Brunswick, Me., U.S.A.

Stan V. Parks (son of Rotarian—wants to correspond with pen pals aged 12-17; Great Britain, Australia, Canada, India; interested in stamps, tennis, swimming), 896 George St., Dunedin, New Zealand.

Toni Bousman (14-year-old daughter of Rotarian—would like to write to young people aged 15-17; interested in sports, movies, popular music), 27 Downing Ave., Downingtown, Pa., U.S.A.

Connie Ann Smedley (15-year-old daughter of Rotarian—wants pen pals aged 15-17; interested in sports, movies, popular music), 78 W. Lancaster Ave., Downingtown, Pa., U.S.A.

Betty McLeod (16-year-old daughter of Rotarian—wishes to write to young people; hobbies are sports, dancing, reading), 106 E. State St., Montpelier, Vt., U.S.A.

Allee Berg (16-year-old daughter of Rotarian—wants to correspond with teen-agers; writes English, Icelandic, Danish; collects magazines, souvenirs, scarves), Oddsgata 3b, Akureyri, Iceland.

Audur Thorhallsdóttir (16-year-old daughter of Rotarian—wishes to correspond with teen-agers interested in sports, movies, souvenirs, music books; writes English, Icelandic, Danish), Glerargata 18, Akureyri, Iceland.

Kristin Þórusdóttir (17-year-old daughter of Rotarian—wants pen friends her age; writes Danish, Icelandic, English; collects scarves, coins, school souvenirs, music books, records), 61 Siglisdóttir, Iceland.

Vincente Navarro Jr. (15-year-old son of Rotarian—would like pen pals aged 15-19 in other countries; interested in radio, movies, collecting views), Legaspi City, The Philippines.

Margaret O'Connell (15-year-old daughter of Rotarian—desires pen friends aged 15-18 outside Canada; interests include sports, art, painting, composition, Sigma Mine, Bourdinaque, Que., Canada).

Diane I. DeVry (17-year-old daughter of Rotarian—wishes to correspond with teenagers outside U.S.A., especially Switzerland, France, the Orient, Middle East; interested in art, theater, travel; collects sea shells, will exchange), 6101 N. Kilbourn Ave., Chicago 30, Ill., U.S.A.

Jim Talley (12-year-old son of Rotarian—collects conch shells; boys aged 12-15 in United States, South America, Australia, Africa; interested in sports, stamps, rocks, minerals, flowers, animals, automobiles), 810 21st St., Beaumont, Tex., U.S.A.

—THE HOBBYHORSE GROOM



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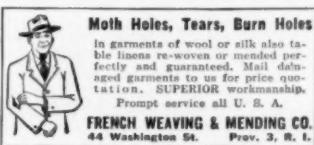
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Stripped GEARS



My Favorite Story

Two dollars will be paid to Rotarians or their wives submitting stories used under this heading. Send entries to Stripped Gears, THE ROTARIAN Magazine, 35 East Wacker Drive, Chicago 1, Illinois. The following favorite comes from Mrs. Willis Johnson, wife of a West Point, Georgia, Rotarian.

It had taken the entire morning for Zeke to tow the tourist's disabled car from Turkey Track Springs to the settlement at Whittle Porch Clearing. When he finally returned home with his weary old mule hitched to the ramshackle cart, his wife came out and said:

"How much did you charge?"

"Fifty cents," Zeke answered. "Guess it ain't too much; leastwise, he didn't kick up no fuss."

"Did you say 50 cents?" echoed his indignant wife. "I swear, Pa, sometimes I wish you'd pull the cart and let the mule handle the executive end o' things!"

Fashion Note

In dress, my wife achieves that state
That only flawless taste can bring.
But when she's termed a fashion plate,
She always says: "In this old thing!"

—RICHARD WHEELER

Flower or Vegetable?

Whether you have a "green thumb" or not, you should have fun "raising" answers to the following. Are they flower or vegetable?

1. Kohlrabi. 2. Verbena. 3. Delphinium. 4. Collards. 5. Trillium. 6. Jerusalem artichoke. 7. Broccoli. 8. Tuberose. 9. Salvia. 10. Salsify. 11. Zinnia. 12. Hibiscus. 13. Okra. 14. Oleander. 15. Asparagus. 16. Cypripedium. 17. Rutabaga. 18. Syringa. 19. Chard. 20. Ageratum.

This quiz was submitted by James Aldredge, of Poughkeepsie, New York.

Nationally Speaking

You know all about the United Nations—but do you know about the following nations? For example, what nation belongs to royalty? The answer, of course, is coronation. But there are others. Here they are:

1. What is a well-integrated nation?
2. What nation follows a disaster?
3. What nation is resentful?
4. What nation prepares for the ministry?
5. What nation is a woman's appeal?
6. What nation is bent on murder?
7. What is the actor's nation?
8. What is a hateful na-

tion?

9. What is a nation of dreams?
10. What nation is light?

This quiz was submitted by Helen Hous-ton Boileau, wife of a Pomona, California, Rotarian.

The answers to these quizzes will be found in the next column.

Curiosity

The posted warning
Reads, "Wet paint."
Each passer-by says,
"Blest if it ain't!"

—ELFREDA C. GRAHAM

Twice Told Tales

"John doesn't seem as well dressed as when you married him five years ago."

"That's strange. He's wearing the same suit."—The Rotamore, MORRIS, ILLINOIS.

Someone once said, "If you think you think, ask yourself what is the greatest thought you ever thought, then listen to the silence."—Roar of Niagara.

Experience is a strenuous teacher—no graduates, no degrees, some survivors.—Rotarygram, WILLCOX, ARIZONA.

The old mountaineer grandpa was sitting in his favorite old rocker on the porch of his little cabin. He was slowly rocking east and west. Sitting near-by,

rocking north and south, was his 42-year-old son. "Sonny boy," drawled the old man, "it's bout time you learned not to wear yourself out thataway. Rock the way the boards run and save yer stren'th."—The Felge, SYLACAUGA, ALABAMA.

At a musical event, a woman was rendering a song and one guest leaned toward the man next to him and muttered, "What an awful voice! I wonder who she is?"

"She is my wife," replied the other stiffly.

"Oh, I'm sorry," apologized the first man, "Of course, it really isn't her voice that's so bad, but that terrible stuff she has to sing. Wonder who wrote that ghastly song."

Came the even stiffer reply, "I did."—Rotary Spokes, NORMAN, OKLAHOMA.

Two judges were arrested for speeding. When they arrived in court, no other judge was present, so they decided to try each other. The first judge went up to the bench and said: "You are charged with exceeding the speed limit. How do you plead?"

"Guilty," was the answer.

"You are hereby fined \$5."

"Hmn," said the other judge, "these cases are becoming far too common. This is the second case of this sort we've had this morning. I hereby fine you \$10 or ten days in jail."—The Arizona Prospector.

Answers to Quizzes

Answers to Quizzes
13, 17, 19, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 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